**MS-Digital Innovation in Marketing Program**

**Ijaspid Kenn, Memoona Khan, Jonathan Bowzer, Nick Gormley**

**Team H**

**Project Focus: Participation**

**Statement of Purpose:**

The MS - Digital Innovation in Marketing program is a recently launched online Master’s degree program within the Fox School of Business. The classes integrate high levels of engagement, networking, and professional development that is streamlined into a 16-month program. The program currently consists of 40 students and is hoping to attract others with experience in information systems, business models, and marketing.

Currently, the MS-DIM program does not have an effective way of communicating to its current and prospective students. The general process of communication from the student to the program is directly through Joe Allegra, the Associate Director of the MIS department. With student communication currently being manual and no efficient way to track data, there is potential to implement a tool to decrease this problem. The MS-DIM program needs an efficient means to increase user engagement. In order to efficiently increase participation, the program needs to create an engagement tool for students to promote user engagement.

The essential issue requires more interaction between students. Having confirmed the core problem with our project sponsor, we will interview stakeholders, project members, and subject matter experts. We will research existing current and prospective student involvement to gain a better understanding. Also, we will look into other masters programs to understand the strengths and weaknesses. Having collected the requirements we will design a solution, build multiple prototypes and present a final prototype to our project sponsor for approval.

**Objectives:**

* Automate the response emails to prospective and current students weekly within six months of implementation.
* Attain a participation rate of 50% from all students with discussion boards and site visitation within six months of implementation.
* Provide access to 100% of data in a visual format upon day 1 of implementation.
* Improve the community site by increasing student engagement by 60% through analyzation of monthly reports within six months of implementation.

**Assumptions:**

* Students want to communicate with other students with common interests
* Students are interested in networking and sharing ideas
* Alumni want to be engaged with the current and prospective students

**Constraints:**

* SRM system use is required
* As an exclusively online only program in-person communication is limited
* As a young program, there are limited number of alumni