Faculty–Librarian Partnership Program

Name	Eddie Rhee
Department	Business Administration
What course are you proposing to collaborate on?	BUS340 Marketing Principles
In which semester would you be teaching this class?	Spring 2013
Project Title	Industry Analysis Project (Spring 2014)

Project Proposal (250-500 words)

The students will complete group project through the semester (as described in the project description below) and the first part is environmental analysis of the industry of their choice. For instance, a group might choose 'golf putter' industry and study the economic, political-legal, social-cultural, competitive, and technological environments. The amount of information they have to search are

In the past, they have basically 'Googled' any information they wanted but with this great opportunity of collating with reference librarian, I want the students to learn a systematic way of searching information and also an ability to critically evaluate the quality of information. I do not have the capacity to teach these in an organized fashion and I need the librarian's assistance.

Course Description/Syllabus

Group Project Description for the Proposal:
The group projects are composed of three parts. In project 1, each group will conduct an environmental analysis and identify opportunities and threats. In project 2, the group will segment the market, select the target market, and position its new brand and competing brands on a perceptual map. Finally, in project 3, the group will propose a marketing strategy for the new brand.

Each group needs to choose its own industry for the three projects. The industry can be any good or service. For the manageability of the project, the industry should not be too broad. For instance, an 'auto' industry would be too broad to work on. 'Small SUV' market might be more realistic one.

After each group has decided an industry, it needs to collect data on five environmental forces. For the choice of items within each force, the group may refer to the lecture note. They can be as many as the ones discussed in the textbook. It is up to the group to decide what data to include in the analysis in consideration of the specific industry that it investigates.