

This page is being enhanced by Budget Module Extension.

## Review Request

**Request**

**Additional Information**

**Budget**

REVIEW STEP:

**First Round Appeals**

**Undergraduate**

### Marketing Organization

Reviewer Actions

JFC Allocation:

**\$5575**

Requested Total

**\$12,215.00**

Reviewer Adjusted Total

(-\$6,640.00 / -54.36%) **\$5,575.00** ↓

### Request History

Sections (15)	# of Line Items (36)	Amount
Revenue	4	(\$2,600.00)
Fall 2015 Activities Fair	2	\$40.00
Fall 2015 - Marketing Week	2	\$450.00
Semesterly Professor Dinner	1	\$300.00
Spring 2016 Professor Dinner	0	\$0.00
AMA International Collegiate Marketing Conference	4	\$9,600.00
General Body Meetings (GBMs)	2	\$340.00
External University Regional Conference	3	\$810.00
Fundraising Expenditures	1	\$300.00
Marketing Yourself: Personal Branding Workshop	3	\$180.00
Consulting Practice	2	\$250.00
AMA National Case Competition	3	\$345.00
Pittsburgh Regional Conference	4	\$1,300.00
Corporate Partnership Events	2	\$720.00
Carnegie Mellon Case Competition	3	\$180.00

 **Add Comment**

## Revenue

1. Alumni Fundraising Campaign	Revenue-Donations or Grants <b>(Income)</b>	1 x <b>(\$100.00)</b>	<b>\$0.00</b> ↓
2. Fiscal Year 2016 Fundraising Income	Revenue-Sales or Income <b>(Income)</b>	2 x <b>(\$250.00)</b>	<b>\$0.00</b> ↓
3. Tepper Grant for NOLA Trip	Revenue-Donations or Grants <b>(Income)</b>	1 x <b>(\$2,000.00)</b>	<b>\$0.00</b> ↓
4. Consulting Income	Revenue-Sales or Income <b>(Income)</b>	1 x \$0.00	\$0.00

## Fall 2015 Activities Fair

1. Posters/Fliers	Ops-Advertising and Publicity	25 x \$0.80	\$20.00
2. Promotional Handouts	Ops-General Supplies	1 x \$20.00	\$20.00

## Fall 2015 - Marketing Week

1. Paint and Brushes	Ops-Advertising and Publicity	1 x \$150.00	<b>\$100.00</b> ↓
2. Marketing Week Kickoff Food	Food-Refreshments for Events	75 x \$4.00	\$300.00

## Semesterly Professor Dinner

1. Professor Dinner with a Marketing Professor	Food-Refreshments for Events	2 x \$150.00	<b>\$100.00</b> ↓
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## Spring 2016 Professor Dinner

## AMA International Collegiate Marketing Conference

1. Hotel - AMA Lodging	Travel-Hotel and Lodging	12 x \$300.00	<b>\$1,650.00</b> ↓
2. Student Contribution for Trip	Revenue-other <b>(Income)</b>	10 x <b>(\$100.00)</b>	<b>\$0.00</b> ↓
3. AMA Conference Registration	Ops-Registration and Tournaments	10 x \$250.00	<b>\$1,200.00</b> ↓
4. Flight to AMA Conference	Travel-Airfare Domestic	10 x \$450.00	<b>\$0.00</b> ↓

## General Body Meetings (GBMs)

1. GBM Food for the Year	Food-Refreshments for Events	6 x \$50.00	<b>\$200.00</b> ↓
2. Fliers/Advertisements	Ops-Advertising and Publicity	50 x \$0.80	\$40.00

→	Mo...	4/6/2015, 10:50PM
	by	<b>dkothand@andrew.c</b>
		4/6/2015, 10:50PM
		<b>dkothand@andrew.c</b> <b>"Professor Dinner with a Marketing</b>
		4/6/2015, 10:50PM
		<b>dkothand@andrew.c</b> <b>"GBM Food for the Year" adjusted from</b>
		4/6/2015, 10:50PM
		<b>dkothand@andrew.c</b> <b>"Lunch for Attendees"</b>
		4/6/2015, 10:49PM
		<b>dkothand@andrew.c</b> <b>"Refreshments for Speaker Panels"</b>

## External University Regional Conference

1.	Penn State/JHU/Temple Conference	Ops-Registration and Tournaments	5 x \$77.00	\$385.00
2.	Transportation Costs for Regional Conference	Travel-Other	5 x \$35.00	\$175.00
3.	Hotel/Motel Rooms	Travel-Hotel and Lodging	2 x \$125.00	\$250.00

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## Fundraising Expenditures

1.	Fundraising Expenses	Ops-Event Supplies	4 x \$75.00	<b>\$0.00</b> ↓
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## Marketing Yourself: Personal Branding Workshop

1.	Refreshment for Event	Food-Refreshments for Events	5 x \$12.00	\$60.00
2.	Advertising Expense	Ops-Advertising and Publicity	1 x \$60.00	<b>\$20.00</b> ↓
3.	Information Books	Ops-Non-Promotional Paper, Printing, and Pub.	60 x \$1.00	<b>\$20.00</b> ↓

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## Consulting Practice

1.	Professional Report Printing	Ops-Non-Promotional Paper, Printing, and Pub.	1 x \$200.00	<b>\$50.00</b> ↓
2.	Postal Service (Mail)	Ops-Postal Services	10 x \$5.00	<b>\$20.00</b> ↓

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## AMA National Case Competition

1.	Final Report Printing	Ops-Non-Promotional Paper, Printing, and Pub.	1 x \$40.00	\$40.00
2.	Delivery of Final Report	Ops-Postal Services	1 x \$5.00	\$5.00
3.	Presentation of Case to Tepper School	Food-Refreshments for Events	1 x \$300.00	<b>\$100.00</b> ↓

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## Pittsburgh Regional Conference

1.	Outreach to Local Community	Ops-Advertising and Publicity	1 x \$80.00	<b>\$50.00</b> ↓
2.	Speaker Gifts	Ops-Gifts and Prizes	6 x \$15.00	\$90.00
3.	Refreshments for the Conference	Food-Refreshments for Events	80 x \$13.00	<b>\$200.00</b> ↓
4.	Signage for the Event	Ops-Non-Promotional Paper, Printing, and Pub.	1 x \$90.00	<b>\$50.00</b> ↓

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## Corporate Partnership Events

1.	Refreshments for Speaker	Food-Refreshments for Events	4 x \$150.00	<b>\$150.00</b>
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Panels



2. Speaker Gift	Opts-Gifts and Prizes	6 x \$20.00	\$120.00
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### Carnegie Mellon Case Competition

1. Lunch for Attendees	Food-Refreshments for Events	1 x \$100.00	\$100.00
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2. Speaker Gifts	Opts-Gifts and Prizes	2 x \$20.00	\$40.00
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3. Advertising for the Corporate Case Competition	Ops-Advertising and Publicity	1 x \$40.00	<b>\$20.00</b> ↓
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**Finish Later**

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