

Review Request

Request

Additional Information

Budget

Undergraduate Marketing Organization FY 17

REVIEW STEP:

1st & 2nd Round Appeals

Requested Total

\$9,775.00

Reviewer Adjusted Total

\$5,100.00↓

(-\$4,675.00 / -47.83%)

Sections (16)	# of Line Items (44)	Amount
Fall 2016 Activities Fair	3	\$140.00
Fall 2016 Marketing Week	4	\$650.00
Semesterly Professor Dinner	3	\$350.00
AMA International Collegiate Marketing Conference (NOLA)	4	\$7,200.00
General Body Meetings (GBMs)	2	\$340.00
External University Regional Conferences	3	\$1,210.00
Please Ignore, Can't Delete	0	\$0.00
Marketing Yourself: Personal Branding Workshop	3	\$140.00
Consulting Practice	2	\$100.00
AMA National Case Competition	3	\$145.00
Pittsburgh Regional Conference	5	\$1,050.00
Corporate Partnership Events	2	\$750.00
Carnegie Mellon Case Competition	3	\$170.00

Reviewer Actions

➔

➔

Forward to Next Step

Back to Previous Step

Request History

💬 Add Comment

Revenue	3	(\$2,800.00)
Marketing 101	3	\$130.00
Company Site Visits	1	\$200.00

BUDGET SECTION:

Fall 2016 Activities Fair

1. <u>Posters/Flyers</u>	Ops-Advertising and Publicity	25 x \$20.00 \$0.80
2. <u>Promotional Handouts</u>	Ops-General Supplies	1 x \$20.00 \$20.00
3. <u>Food for Fall Recruitment</u>	Food-Recruitment	1 x \$100.00 \$100.00

Fall 2016 Marketing Week

1. <u>Marketing Week Kickoff Food</u>	Food-Refreshments for Events	75 x \$250.00 \$4.00 ↓
2. <u>Advertising</u>	Ops-Advertising and Publicity	1 x \$100.00 \$100.00
3. <u>Speaker Gifts</u>	Ops-Gifts and Prizes	8 x \$200.00 \$25.00
4. <u>Prizes for Marketing Competitions at Events</u>	Ops-Gifts and Prizes	5 x \$50.00 \$10.00

Semesterly Professor Dinner


1. <u>Professor Dinner with a Marketing Professor, Fall</u>	Food-Refreshments for Events	1 x \$150.00 \$150.00
2. <u>Professor Dinner with a Marketing Professor Spring</u>	Food-Refreshments for Events	1 x \$100.00 \$150.00 ↓
3. <u>Gifts for Marketing Professors</u>	Ops-Gifts and Prizes	2 x \$50.00 \$25.00

AMA International Collegiate Marketing Conference (NOLA)


1. <u>Hotel- AMA</u>	Travel-Hotel &	8 x \$2,400.00
----------------------	----------------	----------------


→ Moved to 1st & 2... 2/14/2016, 12:35PM
by
bbzhang@andrew.cmu.edu

 **bbzhang@andrew.cmu.edu** 2/14/2016, 12:33PM
Food metric @ \$600/year
Audience:

 **bbzhang@andrew.cmu.edu** 2/14/2016, 12:33PM
"Professor Dinner with a Marketing Professor Spring" adjusted from \$150.00 to \$100.00.

 **bbzhang@andrew.cmu.edu** 2/14/2016, 12:33PM
"Marketing Week Kickoff Food" adjusted from \$300.00 to \$250.00.

 **bbzhang@andrew.cmu.edu** 2/14/2016, 12:32PM
"Flight to AMA Conference" adjusted from \$3,600.00 to \$600.00.

 **bbzhang@andrew.cmu.edu** 2/14/2016, 12:31PM
"Hotel- AMA Lodging" adjusted from \$2,400.00

	<u>Lodging</u>	Lodging	\$300.00	
2.	<u>AMA Conference Registration</u>	Ops-Registration and Tournaments	8 x \$2,000.00 \$250.00	
3.	<u>Flight to AMA Conference</u>	Travel-Airfare Domestic	8 x \$450.00	\$600.00 ↓
4.	<u>Student Contribution for Trip</u>	Revenue-Other (Income)	8 x (\$100.00)	(\$800.00)

General Body Meetings (GBMs)

1.	<u>GBM Food for the Year</u>	Food-Refreshments for Events	60 x \$5.00	\$0.00 ↓
2.	<u>Fliers/Advertisements</u>	Ops-Advertising and Publicity	50 x \$0.80	\$40.00

External University Regional Conferences

1.	<u>University of Pennsylvania/JHU/Temple Conferences</u>	Ops-Registration and Tournaments	8 x \$80.00	\$640.00
2.	<u>Transportation Costs for Regional Conferences</u>	Travel-Other	8 x \$40.00	\$320.00
3.	<u>Hotel/Motel Rooms</u>	Travel-Hotel & Lodging	2 x \$125.00	\$250.00

Please Ignore, Can't Delete

Marketing Yourself: Personal Branding Workshop

1.	<u>Refreshment for Event</u>	Food-Refreshments for Events	5 x \$12.00	\$0.00 ↓
2.	<u>Advertising Expense</u>	Ops-Advertising and Publicity	1 x \$40.00	\$40.00
3.	<u>Information Books</u>	Ops-Non-Promotional Paper, Print & Pub.	40 x \$1.00	\$40.00

Consulting Practice

1.	<u>Professional Report Printing</u>	Ops-Non-Promotional Paper,	1 x \$50.00	\$50.00
----	-------------------------------------	----------------------------	-------------	---------

Print & Pub.

- | | | | | |
|----|------------------------------|---------------------|----------------|---------|
| 2. | <u>Postal Service (Mail)</u> | Ops-Postal Services | 10 x
\$5.00 | \$50.00 |
|----|------------------------------|---------------------|----------------|---------|

AMA National Case Competition

- | | | | | |
|----|--|---|-----------------|--------------------|
| 1. | <u>Final Report Printing</u> | Ops-Non-Promotional Paper, Print & Pub. | 1 x
\$40.00 | \$40.00 |
| 2. | <u>Delivery of Final Report</u> | Ops-Postal Services | 1 x
\$5.00 | \$5.00 |
| 3. | <u>Presentation of Case to Tepper School</u> | Food-Refreshments for Events | 1 x
\$100.00 | \$0.00
↓ |

Pittsburgh Regional Conference

- | | | | | |
|----|---|-------------------------------|-----------------|--------------------|
| 1. | <u>Community Outreach and Signage for the Event</u> | Ops-Advertising and Publicity | 1 x
\$100.00 | \$100.00 |
| 2. | <u>Speaker Gifts</u> | Ops-Gifts and Prizes | 6 x
\$25.00 | \$150.00 |
| 3. | <u>Refreshments for the Conference</u> | Food-Refreshments for Events | 75 x
\$5.00 | \$0.00
↓ |
| 4. | <u>Prizes for Participants</u> | Ops-Gifts and Prizes | 15 x
\$15.00 | \$225.00 |
| 5. | <u>Handouts for Participants</u> | Ops-Event Supplies | 100 x
\$2.00 | \$200.00 |

Corporate Partnership Events

- | | | | | |
|----|--|------------------------------|-----------------|--------------------|
| 1. | <u>Refreshments for Speaker Panels</u> | Food-Refreshments for Events | 4 x
\$150.00 | \$0.00
↓ |
| 2. | <u>Speaker Gifts</u> | Ops-Gifts and Prizes | 6 x
\$25.00 | \$150.00 |

Carnegie Mellon Case Competition

- | | | | | |
|----|----------------------------|------------------------------|-----------------|--------------------|
| 1. | <u>Lunch for Attendees</u> | Food-Refreshments for Events | 1 x
\$100.00 | \$0.00
↓ |
| 2. | <u>Speaker Gifts</u> | Ops-Gifts and Prizes | 2 x
\$25.00 | \$50.00 |

- | | | | |
|--|-------------------------------|---------|---------|
| 3. <u>Advertising for the Corporate Case Competition</u> | Ops-Advertising and Publicity | 1 x | \$20.00 |
| | | \$20.00 | |

Revenue

- | | | | |
|--|--|---------------------|---------------------|
| 1. <u>Fiscal Year 2017 Fundraising</u> | Revenue-Sales & Income (Income) | 1 x | (\$500.00) |
| | | (\$500.00) | |
| 2. <u>Consulting Income</u> | Revenue-Sales & Income (Income) | 1 x | (\$300.00) |
| | | (\$300.00) | |
| 3. <u>Tepper Grant for NOLA Trip</u> | Revenue-Donations & Grants (Income) | 1 x | (\$2,000.00) |
| | | (\$2,000.00) | |

Marketing 101

- | | | | |
|---|-------------------------------|---------|---------------|
| 1. <u>Speaker Gifts</u> | Ops-Gifts and Prizes | 2 x | \$50.00 |
| | | \$25.00 | |
| 2. <u>Advertising for Marketing 101 Event</u> | Ops-Advertising and Publicity | 2 x | \$40.00 |
| | | \$20.00 | |
| 3. <u>Refreshments for Events</u> | Food-Refreshments for Events | 2 x | \$0.00 |
| | | \$20.00 | ↓ |

Company Site Visits

- | | | | |
|------------------------|-------------------------------------|---------|----------|
| 1. <u>Uber Expense</u> | Travel-Professional Vehicle Service | 20 x | \$200.00 |
| | | \$10.00 | |

Finish Later

← Previous