

This page is being enhanced by Budget Module Extension.

Review Request

Request	Additional Information	Budget	Undergraduate	REVIEW STEP: First Round Appeals
Marketing Organization				Reviewer Actions
JFC Allocation:			\$5575	
Requested Total			\$12,215.00	
Reviewer Adjusted Total		(-\$6,640.00 / -54.36%)	\$5,575.00	
Sections (15)	# of Line Items (36)	Amount		Request History
Revenue	4	(\$2,600.00)		
Fall 2015 Activities Fair	2	\$40.00		Add Comment
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		

Revenue

1. Alumni Fundraising Campaign	Revenue-Donations or Grants (Income)	1 x (\$100.00)	\$0.00 ↓
2. Fiscal Year 2016 Fundraising Income	Revenue-Sales or Income (Income)	2 x (\$250.00)	\$0.00 ↓
3. Tepper Grant for NOLA Trip	Revenue-Donations or Grants (Income)	1 x (\$2,000.00)	\$0.00 ↓
4. Consulting Income	Revenue-Sales or Income (Income)	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	\$100.00 ↓
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	\$100.00 ↓
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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	\$1,650.00 ↓
2. Student Contribution for Trip	Revenue-other (Income)	10 x (\$100.00)	\$0.00 ↓
3. AMA Conference Registration	Ops-Registration and Tournaments	10 x \$250.00	\$1,200.00 ↓
4. Flight to AMA Conference	Travel-Airfare Domestic	10 x \$450.00	\$0.00 ↓

General Body Meetings (GBMs)

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

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

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

Fundraising Expenditures

1.	Fundraising Expenses	Ops-Event Supplies	4 x \$75.00	\$0.00 ↓
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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	\$20.00 ↓
3.	Information Books	Ops-Non-Promotional Paper, Printing, and Pub.	60 x \$1.00	\$20.00 ↓

Consulting Practice

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

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	\$100.00 ↓

Pittsburgh Regional Conference

1.	Outreach to Local Community	Ops-Advertising and Publicity	1 x \$80.00	\$50.00 ↓
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	\$200.00 ↓
4.	Signage for the Event	Ops-Non-Promotional Paper, Printing, and Pub.	1 x \$90.00	\$50.00 ↓

Corporate Partnership Events

1.	Refreshments for Speaker	Food-Refreshments for Events	4 x \$150.00	\$150.00
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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
2.	Speaker Gifts	Opts-Gifts and Prizes	2 x \$20.00	\$40.00
3.	Advertising for the Corporate Case Competition	Ops-Advertising and Publicity	1 x \$40.00	\$20.00 ↓

Finish Later

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