

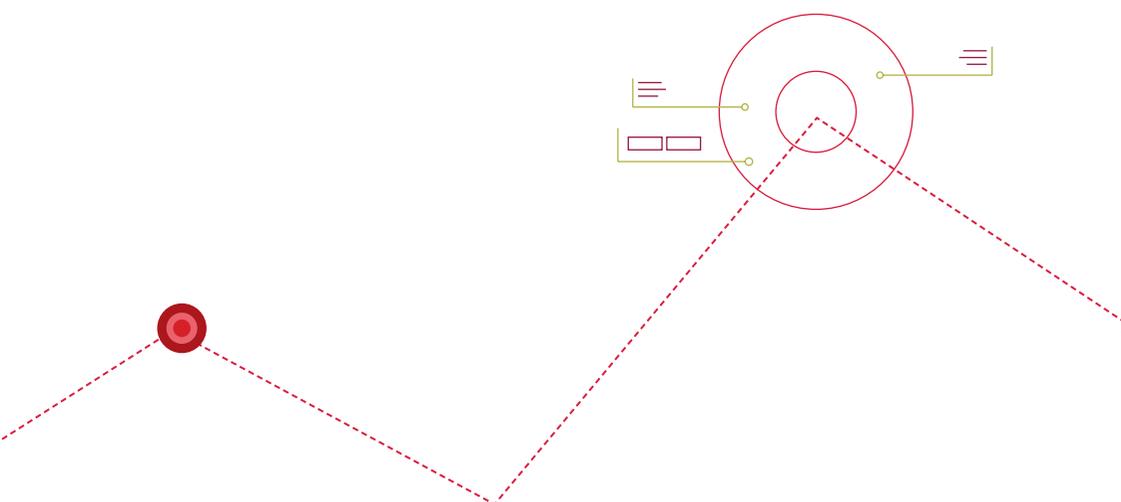


At the center of success
is **innovation.**

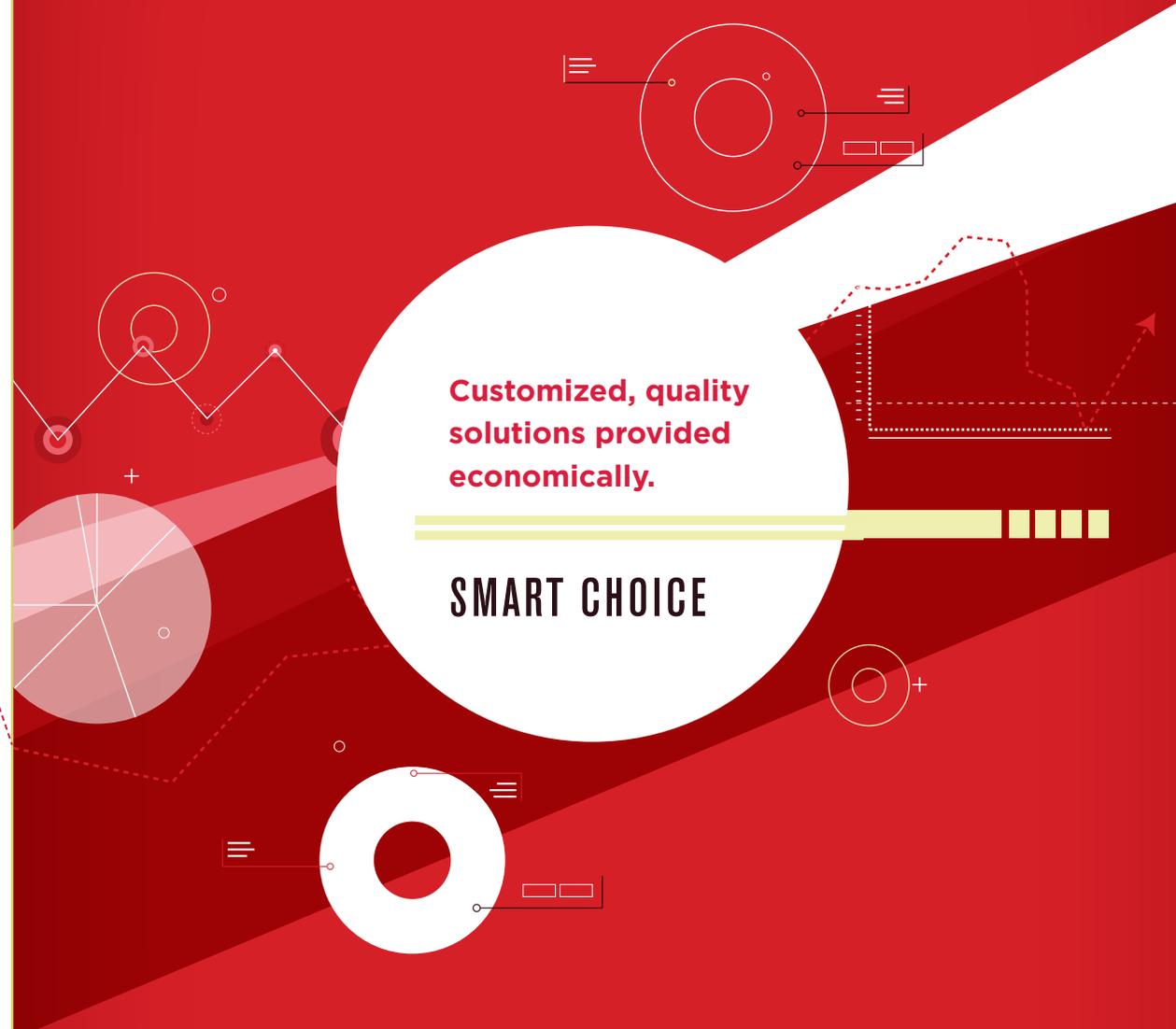


Center for Marketing Solutions

Darla Moore School of Business | University of South Carolina



When you partner with the Center for Marketing Solutions, your business goals are connected to innovative, cost-efficient tools and thought leadership and our students are connected to both real world and academic-based learning. Together, these connections create the foundation for marketing success for you today and our students tomorrow.



Customized, quality solutions provided economically.

SMART CHOICE



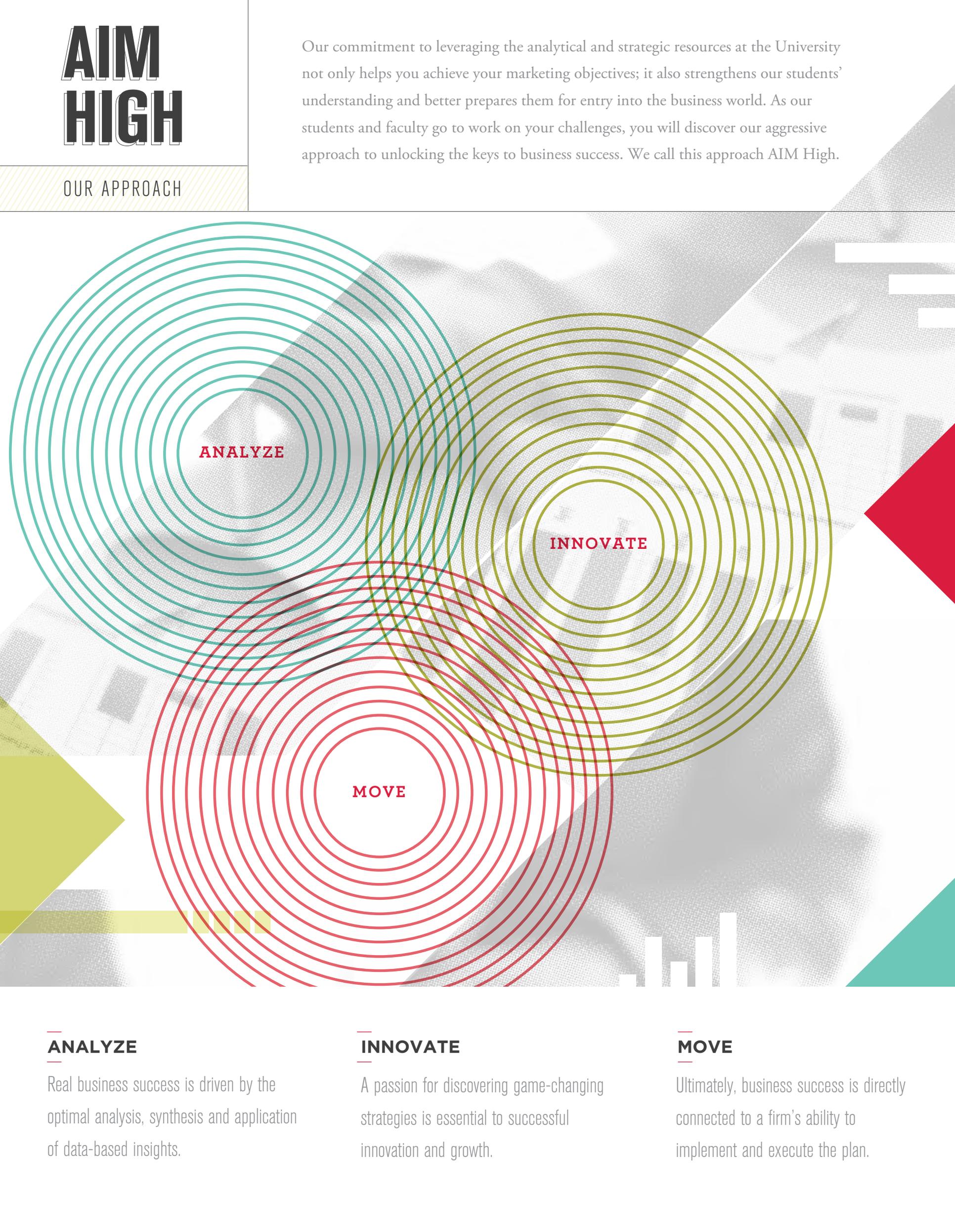
MAXIMIZE YOUR PROFITS **&**
take advantage of the unique
talent of the Moore School

We deliver the most effective and efficient solutions to maximize your profits by utilizing the advantages of The Moore School pool of talent that includes both students and faculty. This innovative approach brings your business real marketing solutions that are based on sound analytical and strategic techniques.

AIM HIGH

OUR APPROACH

Our commitment to leveraging the analytical and strategic resources at the University not only helps you achieve your marketing objectives; it also strengthens our students' understanding and better prepares them for entry into the business world. As our students and faculty go to work on your challenges, you will discover our aggressive approach to unlocking the keys to business success. We call this approach AIM High.



ANALYZE

INNOVATE

MOVE

ANALYZE

Real business success is driven by the optimal analysis, synthesis and application of data-based insights.

INNOVATE

A passion for discovering game-changing strategies is essential to successful innovation and growth.

MOVE

Ultimately, business success is directly connected to a firm's ability to implement and execute the plan.



“Coty and the Center for Marketing Solutions have been working together for two years now. Coty has been able to uniquely address research and analytics opportunities to optimize our performance at one of our largest retailers, and the student teams at USC have gained valuable real world experience that has developed their analytical and creative thinking skills. The team has not only brought us new analytical techniques but also new ways to organize and share the results. It’s been great for both of us – a true partnership.”

**Paul Pritchard | Vice President Sales
COTY Beauty**

“It was a win-win for ESPN and the SEC Network to partner with the Moore School of Business. We had the opportunity to tap into our core audience (SEC Fans, Gamecock students) who generated a slew of ideas and strategies we were able to activate. At the same time it provided a genuine learning experience for the students.”

**KATHERINE BOIDY | ASSOC DIRECTOR,
MARKETING - SEC NETWORK | ESPN**

CASE STUDIES

Our successful track record applying this unique approach speaks for itself. A full range of research, analytical tools and strategic thinking can be utilized to uncover your company’s growth potential. Examples of past collaborations with small companies as well as Fortune 500 organizations include:

Fortune 100 Pharmaceutical Company

CUSTOM NEW-PRODUCT TARGETING RESEARCH

Analyzed sales, profit, demographic and store profile data for nearly 30,000 retail locations to target the optimal steps to launch a new product.

World Leader in Sports Entertainment

DIGITAL MEDIA STRATEGY

Created new digital, social and mobile communications strategy for launch of new collegiate sports network.

Global Industrial Products Manufacturer

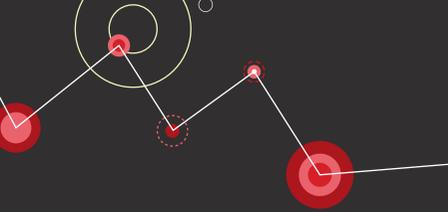
DATA MINING PROJECT

After gaining access to over 20,000 customers’ historical sales and profit data (by item), created custom database to identify new customer segmentation and targeted marketing strategy.

International Beauty Company

ADVANCED ANALYTICS PROJECT

In partnership with leading global retailer, analyzed cross-category store level data to identify merchandising best practice recommendations.



Our AIM High approach places your business objectives and challenges at the Center of a unique, collaborative partnership. By joining the program and becoming a member, your company is given access to:

MEMBERSHIP EXCELLENCE

Two projects a year that can include Market Research, Data Mining, Marketing Planning, Media Strategy and Sales Strategy. Each project is led by a USC Moore School Faculty member whose expertise matches the project's objectives and then student teams drive the project to a relevant and actionable solution.

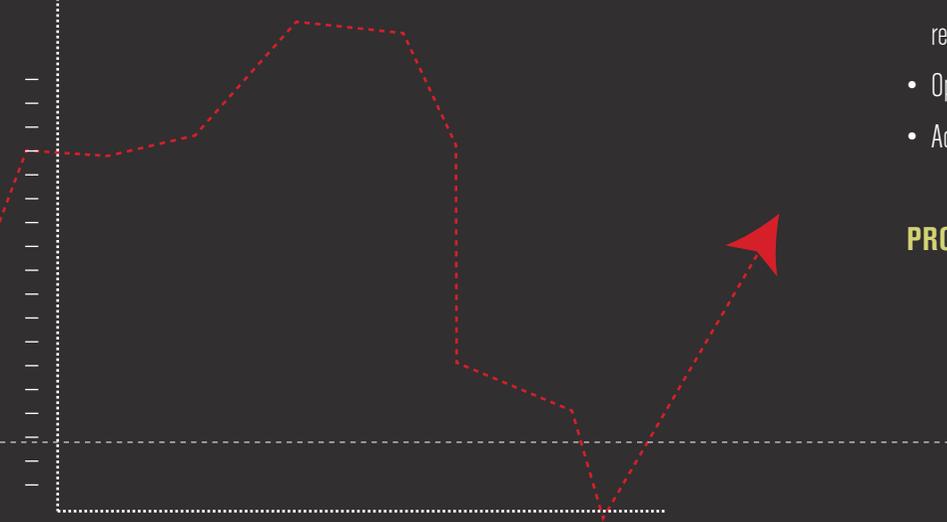
STUDENT EXPERIENCES

By partnering with the Center and the University you have access to students, creating internships, networking and recruiting opportunities via "on-the-job" training.

FACULTY KNOWLEDGE

The Moore School's thought-leading faculty is applying the latest technologies in research, advanced analytics and strategy development. Our partners have opportunities to learn beyond the scope of a particular project.

Find out how your company can reach the center of profitable success while also shaping the workforce of tomorrow. Enroll in the Center for Marketing Solutions today.



OUR MEMBERSHIP PROGRAM

THE CENTER FOR MARKETING SOLUTIONS WAS LAUNCHED TO:

- Create learning experiences, ultimately better preparing students for today's workforce
- Provide our corporate partners with direct access to students (future employees) and faculty
- Leverage marketing department expertise and consultative experience
- Develop innovative and sustainable business solutions for our partners

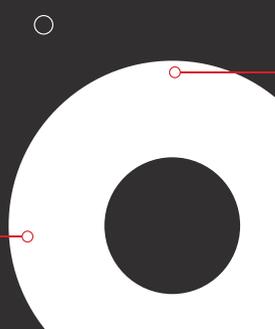
PROGRAM STRUCTURE:

- TWO projects per year (typically one each, fall and spring semester)
- Consulting team consists of faculty lead and 4-6 students (typically MBA students)
- Combination of on-site immersion, off-site teleconferencing and web meetings
- Project duration 12-14 weeks

MEMBERSHIP BENEFITS:

- Real-time solutions to real business problems (e.g. sales growth, profit growth, cost savings)
- Experienced and innovative consultative teams (academic, professional and student leaders)
- Direct access to students (future employees), saving on screening time and recruiting costs
- Opportunity to give back and support higher education's future
- Advisory Board Membership and annual networking event

PROGRAM FEE: \$40,000 annually (plus direct expenses, if applicable)





UNIVERSITY OF
SOUTH CAROLINA
Darla Moore School of Business

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