



This Fall the Greater West Chester Chamber of Commerce (GWCC) and the College of Business and Public Management at West Chester University will be launching a Pilot Program designed to provide students and business owners the opportunity to collaborate in a project based Marketing Strategy class.

Here are the details:

- Four GWCC businesses will be invited to participate in this initial program as clients.
- Students will be working in teams to develop a Marketing Strategy for their assigned business.
- Business owners or their representative will be asked to provide a minimal time investment.
  - Initial client meeting with students to discuss your business (Preferably in-class)
  - 1 or 2 follow up meetings at a time agreed upon by the business owner/representative and students
  - Attend an in-class presentation early December
- At the completion of the project in December each student team will meet with their client and present their findings with formal presentation and written recommendations.

Students will be making their recommendations based on market research, competitive analysis and market analysis.

The recommendations are in no way binding and it is up to the business owner to decide what follow up actions they might want to implement in their ongoing business and marketing strategy.

Interested business owners should complete the attached application and return it to me via email by Friday, September 6<sup>th</sup>.

Businesses/clients will be selected by Friday, September 13<sup>th</sup>. Please note that if your business is not selected to participate in the Fall there will be additional opportunities in the Spring and beyond based on the success of the Pilot Program.

If you have additional questions please contact Mark Sammarone or Pattie Diggin.

Pattie Diggin, MBA  
Director, Cottrell Entrepreneurial Leadership Center  
Adjunct Professor of Management  
BPMC, Room 318  
[www.cottrellcenter.com](http://www.cottrellcenter.com)  
Ph. 610-436-2014

Mark Sammarone  
Board Chair  
Greater West Chester Chamber of Commerce  
[mds@arthurhall.com](mailto:mds@arthurhall.com)  
Ph. 610-836-7119