

psemiami

gamma gamma chapter

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Chapter Highlights

Earned **\$80,000+** total income in the past 3 years

All revenue is **recycled back** to the professional development of our members

150+ Members in **over 25 fields** in all 5 academic disciplines

Client Projects

LANE BRYANT

Market Research - Strategy

- Conducted extensive market research on Miami University's campus to collect student derived insights
- Analyzed the current product assortments and strategized growth opportunities in this space to connect with the intended demographic

EMPOWERMÉ

Advertising & Promotions - Branding

- Prepared and collected primary market research which included focus groups, in-depth interviews, surveys, etc.
- Developed a brand refresh which included the creation of a branding package, brand guide, website graphics, etc.

CINCINNATI REDS

Professional Selling - Ticket Sales

- Sold 556 game tickets for 5 Cincinnati Reds home games
- Provided the Cincinnati Reds with strategic sales services to expand past existing customers

CINCINNATI THERAPEUTIC RIDING AND HORSEMANSHIP

Finance - Break-Even Analysis

- Developed a detailed economic model including input assumptions aiming at measuring potential growth and expenses of increasing CTRH workforce
 - Prepared an economic analysis structuring the state of the client's business including points of differentiation, how the client is going to market in terms of pricing, and research into the view of customers
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National Titles

Top Gold Chapter	Top Market Research
Top Case Competition Team	Top Marketing Project Team
Top Chapter Management Team	Top Professional Development