

CAPSTONE PLUS

Choose Powerful Marketing Services from the Krannert School of Management

The Krannert School of Management at Purdue provides unparalleled access to collegiate marketing talent. Well-qualified undergraduate seniors and graduate students at Krannert can participate in multi-disciplinary projects, addressing the marketing implications of development options and bringing projects one step closer to commercial viability.

Krannert offers three options for marketing involvement, allowing sponsors to choose the type of marketing that provides the best fit for each project. Contact us to learn more.

Planning

Marketing Plan Development

We create a plan to guide your product's development and market entry.

Marketing team members collaborate with technical teams to understand the potential features and functions of new products on an intimate level. Krannert students work to communicate product benefits, identify target distribution channels, and solidify brand positioning in the market. The resulting marketing plan will guide future product development, market entry, and product management.

All multidisciplinary Capstone Plus projects include the development of a complete marketing plan.

Exploration

Marketing Research

We perform specialized research to promote commercial success for Capstone Plus products.

Marketing team members review the newly-developed marketing plan to identify assumptions that require validation through research activities. Team members choose one or more research goals and delve into the available data. The type of research undertaken varies by project, but in general, goals may include

- Identifying target customer characteristics
- Determining customer behaviors, eg, product use patterns
- Establishing price sensitivity for the target customer
- Evaluating market segment growth potential

Implementation

Tactical Marketing Project

We promote your product in a real-world marketing campaign.

After market research is complete, marketing team members identify marketing activities of special merit for your project and implement them as part of a marketing campaign. Depending on your product, a unique blend of activities may be selected. In general, marketing activities may include:

- Trade show displays
- Search engine optimization and web analytics
- Beta testing or user evaluations
- Social media campaigns
- Channel selling activities

Krannert provides marketing plan development, market research, and a marketing activity as a holistic approach to enhancing the commercial viability of your development project.

Contact us today to learn more about the Krannert School of Management's robust marketing services for your next project.

For more information on sponsoring a Krannert School of Business Capstone Project or Purdue Research Foundation Office of Technology Commercialization, contact

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