Appendix R: Team 1 Business 418
Listening to the Consumer PowerPoint Presentation
Cal Poly: Learn by Doing

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Question:

Does Learn by Doing provide Cal Poly with a comparative advantage over other universities?
What we did...

- Questionnaires
- Focus Groups
- Interviews (one-on-one)
- Secondary Research

Sample of roughly 100 Cal Poly students of various ages, ethnicities, and majors.
Supporting Data:

LBD isn’t an important factor

LBD provides a comparative advantage

Decision Factors for Incoming Students

- Location: 4
- Reputations: 3.94
- Course Offerings: 3.6
- LBD: 3.26
- Extra-Curricular: 3.05
What we found...

Learn by Doing does provide Cal Poly with a comparative advantage if students know about it because students who are familiar with it are very passionate about it.

though,

Many students who haven’t experienced it, don’t know enough about it, and it therefore doesn’t provide CP with a comparative advantage.
What we recommend...

A comparative marketing campaign for the LBD motto emphasizing:

• Real results
• Career relevancy
• Future advancement
• Student engagement and interest
• Having fun, while learning

Learn by Doing does provide Cal Poly with a comparative advantage
What this will accomplish...

Create a stronger Brand Identity for the Learn by Doing Campaign

therefore

Inform prospective students about the advantages of a LBD campus
Cal Poly vs. UC

To be posted to the Cal Poly website and sent via email to prospective students
Other Manifestations...

- Campus Tour - LBD Classroom Experience
- Web Page completely devoted to LBD
  - Actual definition of LBD
- Paper promotion of LBD
  - Pamphlets
  - Mailers
  - Flyers
- Calpoly.edu website renovation, changing pictures to show LBD
Any Questions...