

RBDC- Student Intern Trainings

The Customer

The Research and Business Development Center (RBDC) provides undergraduate students with meaningful work experiences, connecting them with clients, and delivering value. The E-Centre, established in 2006, served 18 counties, providing jobs and investment funding. SIRI, founded in 2010, facilitated collaboration between BYU researchers, promoting scientific research, and assisting businesses. In 2014, the E-Centre and SIRI merged into the RBDC to expand capacity and serve clients, students, and faculty. The RBDC now administers the ALPS program at BYU-Idaho.

The Situation

The goal of the RBDC is to strengthen the work of local businesses by staying modern and up to date with current trends and client needs. Tailoring the needs to each client, the RBDC is able to provide meaningful and helpful resources to lead their interns and clients to success. As such, it is important to keep current training reports up to date in order to serve the freshest content to the program.

The Solution

The RBDC proactively engages with businesses and develops projects tailored to the organization's specific questions or requirements. These projects are offered as pre-packaged solutions that businesses can purchase. A team of students reviewed eight of the twelve basic products and modified the existing trainings and worksheets. They created additional worksheets and other necessary resources for future interns. Products were ensured to meet market standards and best practices.

The Products



Market Research



Competitive Analysis



Business Expansion



Business Plan



One Year Growth Plan



Best Practices Analysis



Training Materials



Marketing Plan



Marketing Campaign



Social Media Marketing



Website Content

Task Completion

In the RBDC way of modern cooperation, tasks and trainings were completed for the RBDC company to help in the development of future businesses. As a group, we reviewed selected written training and other recorded documents to ensure that they were updated correctly. These updates were according to elements such as: the new company look and aesthetic (new colors and themes), training innovation, new material, updated and clear instructions to written training materials.

Flag	Category	Status	Task	Description	Owner	Budget Spend	Finish	Duration	Predecessor	Requires attachment	% Complete
			↳ Initial Items				3/28/2023	100			
			↳ Marketing Project Plan			\$12,000.00	3/28/2023	100			100%
			↳ Initial Plan			\$0.00	03/24/2023	40			100%
	Initial Plan	Completed	Marketing Project Plan - Approved		red@rbc.com		03/21/2023	10			100%
	Initial Plan	Completed	kick off meeting		red@rbc.com		03/23/2023	20	10		100%
	Initial Plan	Completed	Research Plan		red@rbc.com		03/24/2023	10	10		100%
	Initial Plan	Completed	Executive Plan - Completed		red@rbc.com		03/24/2023	0	10		100%
			↳ Testing & Audiences			\$0.00	03/17/2023	30			
	IT Strategy	Unkown	Channel Strategy		red@rbc.com		03/16/2023	40	20		
	IT Strategy	Unkown	Website Strategy		red@rbc.com		03/16/2023	40	20		

Marketing Plan target audience worksheet



Step 1: Define your target audience?

Step 2: Conduct a Market research

Step 3: Research and analyse the competition

Step 4: Social Media profile optimization

Step 5: Test and Refine

Define the marketing goal Page 10

- Engage with the client to understand their overall business objectives and align marketing goals accordingly.
- Set SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound) to ensure clarity and focus.
- Define key performance indicators (KPIs) that will be used to measure the success of the marketing efforts.

Ask the following questions to help define their goal.

- Why are you in business?
- What do you want your company to be?
- What is your mission statement?
- Are you going to be an innovator or an imitator?
- Will you dominate a marketplace, like General Foods, or specialize in a niche area, like Morton Salt? Or will you be a reseller of someone else's goods and services?
- What is your long-term vision, including an exit plan?
- What are your values?
- Do your values match the industry in which you are operating?

Utilize the SMART Goals worksheet provided as a comprehensive guide throughout this section. This worksheet could be one of your deliverables to the client.

Marketing Plan Training

Marketing Plan Page 4

Collaborate with the client to determine the specific deliverables required for the project.

- Analyze the current marketing situation, including a review of past performance (SWOT analysis) and marketplace trends
- Analyze customers and define buyer personas
- Collaborate with client to outline marketing goals and objectives (SMART goals)
- Develop key marketing messages that will be used to communicate the business's products or services
- Determine the best marketing tactics: advertising, content marketing, social media, email marketing, events, public relations, SEO etc.
- Outline the budget and timeline of marketing efforts, as well as the metrics used to measure success