

## **Business 134B IMC Project Nomination Form**

Check One       (1200-1315)     (1330-1445)  
(please print this information clearly)

Group Name: \_\_\_\_\_ Date \_\_\_\_\_

Project Name: \_\_\_\_\_

Number of Group Members \_\_\_\_\_

Client Organization Name: \_\_\_\_\_

Organization Contact: \_\_\_\_\_ Title \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Contact City, State, Zip: \_\_\_\_\_

Brief Project Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What will be the measurable deliverables? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Which group member has had primary contact with the client? \_\_\_\_\_

What is the basis of the relationship? \_\_\_\_\_

\_\_\_\_\_

Are there any special considerations that the team or instructor should take into account? Are there any confidentiality, legal, security requirements that the team must meet?

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### Client Agreement:

We are greatly appreciative of the clients/organizations that work with our students to bring experiential learning to the classroom. The relationship between the client and the students is one of client - student consultant. In that regard, clients should understand that this is an academic exercise conducted by mostly students without real-world experience. Significant portions (if not all) of the materials and plans generated by the student team may be successfully implemented by the client. However, there is no guarantee of this. Results are variable, impacted by many factors, including the information provided by the client and the client understanding of the IMC concept (which students should be able to explain). Students are not expected to implement the plan; but deliver, to the best of their ability, a plan that is designed to accomplish the objectives. Students are instructed that they are not to act in a sales capacity. While there isn't any direct compensation to the students, it is appreciated if clients cover out-of-pocket expenses, such as duplication of final reports, any long distance communication expenses incurred, and so on. Thank you for your interest in our students. Your effort better prepares our students for the real world and also can provide you with a fresh look at your Integrated Marketing Communications needs.

\_\_\_\_\_  
Signature of client primary contact

\_\_\_\_\_  
Date