**BT 353 - Final Project Possibilities**

**Any topic below can be selected and then modified for your final individual project. Note that you are permitted to restructure another team’s project or submit an individual concept after Professor Ashmen’s approval.**

- Using “Stevens Tech” as our popular marketing brand

- Major Gun Control Laws

- Stevens Commuter Students Center

- Building a Charter School

- NJ/NY/LI Monorail

- A Concert raising money/awareness for a cause

- Design a program for course registration that is more efficient than current one in use

- Restructuring of Stevens’ financial aid policies

- On campus subsidized day care for faculty and staff

- Restructuring or elimination of current scholarship program for international students

- Restructuring of campus meal plan

- Create and launch Barking Good Treats website

- Create and launch The Saucerceress’ Kitchen website

- NROTC at Stevens

- Launch of a new beverage or food product

- Any post-Sandy endeavor

- New class/concentration for Stevens

- Reforming ObamaCare

- Toys for Tots at Stevens

- Sports/Academic Stevens Kids Camp

- Close/re-engineer Guantanamo Bay

- Cuba Libre: US-Havana Partnership in Post-Castro Era

- Patriots Day replacing Presidents Day: Monday after The Super Bowl + FDR & MLK

- States' Rights Reform

- A User-Friendly Student Services System for Stevens

- Requisite National or State Military Service

- Hoboken “Mile Square City” Marketing Campaign

exec summary – 2 pages

need logic benefit

why do this project?

How are you qualified

What do you intend to do with this project

**Briefly** about pricing

What are means

How will your company go about doing this project

Sphere of influence – 6 external influences

Who will impact your plan the most

Who will be your “problem child”

General Project Plan

Will be on canvas

Strategic planning

Marketing / communications plan – schmoozing, gifting, dinners, golf outings, etc.

Get project off the ground before enacting plans

NETWORKING

How will your project be rolled out / implemented / company started