

Date [ - - ]

[Business address]

# SAMPLE CONTRACT

[Business Name]

This contract confirms our agreement that the **Cardinal Solutions** course will be working with your organization during the **Fall 2015 semester**. By signing this contract, you authorize our class to work with your organization.

**Course Title: Cardinal Solutions**

**Class Begins:** August 31st

**Class Ends:** December 19th

**Our course seeks to improve an organization's marketing in the following areas:**

- graphic design
- technical writing
- computer science
- marketing

### **Project Summary**

Cardinal Solutions is an interdisciplinary faculty/student team that works directly with local businesses and non-profits to develop marketing solutions. Students analyze an organization's goals, determine marketing needs and with the input and approval of the business, develop effective solutions.

In many ways this small group of students function as a business themselves with each student offering expertise in their discipline to ensure the success of the project. The result is outstanding outcomes for businesses and students.

### **Student Responsibilities**

- thoroughly research the organization's product/service, brand, market and marketing approach
- generate ideas and propose solutions

- determine roles, responsibilities and timeline competition of elements
- adapt solution to proposed budget
- present proposal to faculty for approval/adjustment

**Client's (organization's) Responsibilities**

- meet with faculty and students on campus a minimum of three times
- work with students to approve the new material on schedule
- use the approved solution for a minimum of 1 year and sign a legal agreement to such
- allow media coverage announcing the project completion
- propose a budget for the production of marketing materials

**The schedule for the class is shown below:****Semester Timeline**

The Fall Term runs from August 31 to December 12 with finals ending December 19th.

*Week 1***1: Research Phase**

Students and Professors meet with client to learn about the clients' ...

- marketing needs
- product/service
- company brand
- market

*Weeks 2 - 3***2: Concept Phase**

Students propose solutions

- students meet as a full group to discuss various marketing solutions
- students to determine which group will be responsible for which elements
- students to propose timeline for competition of elements
- proposed budget matching marketing elements/timeline
- proposal to be approved/adjusted by faculty

*Weeks 4 - 6***3: Production Phase**

- discipline teams produce rough drafts
- feedback from faculty based on rough drafts
- teams to produce elements
- each team to report weekly their progress to other students/faculty

*Week 7***4: Feedback**

- students present to client
- analyze client feedback
- determine which student(s) will take responsibility for changes

*Weeks 8 - 11*

**5: Update Solutions**

- adjusting is made as necessary
- work finalized for production

*Weeks 12 - 13*

**6: Bids – Work to Outside Vendors**

- solutions to production

*Week 14 (or maybe 15, if we extend work into finals week)*

**7: Final Presentation**

- students to explain updated solutions
- present the solutions (some may still be at vendors in production)

**Please let me know if the dates and times you are available to meet with my class.**

We are interested in making these meeting times convenient for you. Feel free to bring anyone with you to class who may be able to help the students complete the project. You may come to the Cardinal Solutions course as often as you want to during the Fall 2015 semester.

**Contract Expenses**

There is \$10 application fee required to be considered for Cardinal Solutions course focus organization. All funds will be retained by Cardinal Solutions. No faculty, students, or others involved during the semester project will receive any monetary compensation. University policies will govern expenditures – see <http://www.svsu.edu/sponsoredprograms/proceduresuniversitypolicies/> These funds will only be used for the Cardinal Solutions course. Funds are deposited into an SVSU account overseen by the Dean's office, College of Arts & Behavioral Sciences.

Our services are free, however any cost associated with the production of materials related to the marketing solutions will be funded by your organization. Please note that we are prepared to work within your proposed budget. We seek grant funds to support the completion of the project as much as is possible.

The client, instructor, and students all agree that the primary purpose of this course and project is a learning experience, and that any marketing strategies or tactics recommended have no guarantee of being effective.

To close out the project, Prof. Johnson will certify that the client received the agreed upon solution by the end date of the project.

We look forward to working with you and your staff and know that our students will benefit greatly from their experiences with this project. We are also confident that you will be impressed with the results.

I accept the contract conditions.

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

Business: \_\_\_\_\_

Date: \_\_\_\_\_

*(Please sign, date and return one copy to Prof. Johnson and keep the second copy for your files.)*

Please call if you have any questions:

Office: (989) 964-2255;

Cell: (989) 397-8517;

Fax: (989) 714-9550;

Email: jbjohns1@svsu.edu

Sincerely,

**J. Blake Johnson**

*Associate Professor of Art*

Department of Art

*Other Professors involved in the project are:*

**George P. Corser**

*Assistant Professor of Computer Science & Information Systems*

Department of Computer Science and Information Systems

**Izabela I. Szymanska**

*Assistant Professor of Management*

Department of Management/Marketing

**Bill Williamson**

*Professor*

Department of Rhetoric and Professional Writing