



Pi Sigma Epsilon
MIAMI UNIVERSITY

CLIENT RELATIONS BROCHURE

Introducing PSE

Pi Sigma Epsilon is the nation's only professional co-ed fraternity in the fields of Marketing and Sales. Pi Sigma Epsilon's mission is to develop the sales, marketing, and professional skills of its members through real life experiences. Over 2,000 collegiate members participate in 70 chapters nationwide.

Miami University's chapter, Gamma Gamma, has been recognized for ten of the last fifteen years as the top chapter in the nation. At the 2013-2014 Pi Sigma Epsilon Convention, PSE Miami earned these prestigious national awards:

1st | Top Gold Chapter

1st | Top Chapter Management Team

1st | Top Project Manager

2nd | Top Market Research Project

2nd | Top Service Project

2nd | Top Public Relations Strategy

2nd | Top Salesperson

A Closer Look

Our chapter operates as a small consulting business with Miami University's Farmer School of Business, which is ranked 8th best public business school in the nation. We strive to leverage our members' significant talents to serve our clients and our community. For nearly four decades we have provided our members with valuable professional development experiences and real business opportunities. Utilizing the talents of our members, our years of experience, and our vast network including Miami University's faculty and staff, we are able to expertly serve our clients in the following areas:

- Market Research
- Branding
- Digital Strategy
- Sales
- Data Analytics
- Campus Promotion
- Non Profit/
Philanthropy



\$110,000
total income in the
past three years

11 out of 16
past years we've had 100%
senior job placement

\$29,000
donated to the community
through services contributed
in the past three years

Market Research

Our Market Research department is adept to providing in-depth quantitative analysis at regional, national, and global levels. While we possess the distinct advantage of being able to conduct research directly on the college market, we are also experienced in conducting research across a wide array of

consumer demographics. Our connections in the Farmer School of business have given us the opportunity to use the latest resources and technology for our research including computer eye tracking software. Below are some examples of our capabilities methodologies, and past clients

Capabilities

Online Surveying
Industry Analysis
Brand Studies
New Product Analysis
Web Development

Methodologies

Surveys
Focus Groups
In-Depth Interviews
Observational Research
Eye Tracking Software

Past Clients

Hasbro
Mead Five Star
Procter & Gamble
Target Corporation
Western & Southern Financial

Advertising and Promotions

Our advertising and promotions team is ideal for implementing creative advertising campaigns for your product or service. We execute campaigns both digitally and through traditional channels and supplement our solutions with resources from professors in the field. While the majority of our A&P clients are local, we are also experienced in executing successful campaigns at a national and global level. Our advertising and promotions capabilities include:

- Branding
- Social Media Marketing
- Digital Branding
- Web Development
- Event Planning
- Campaign
- Creating Promotional Materials



Sales Management

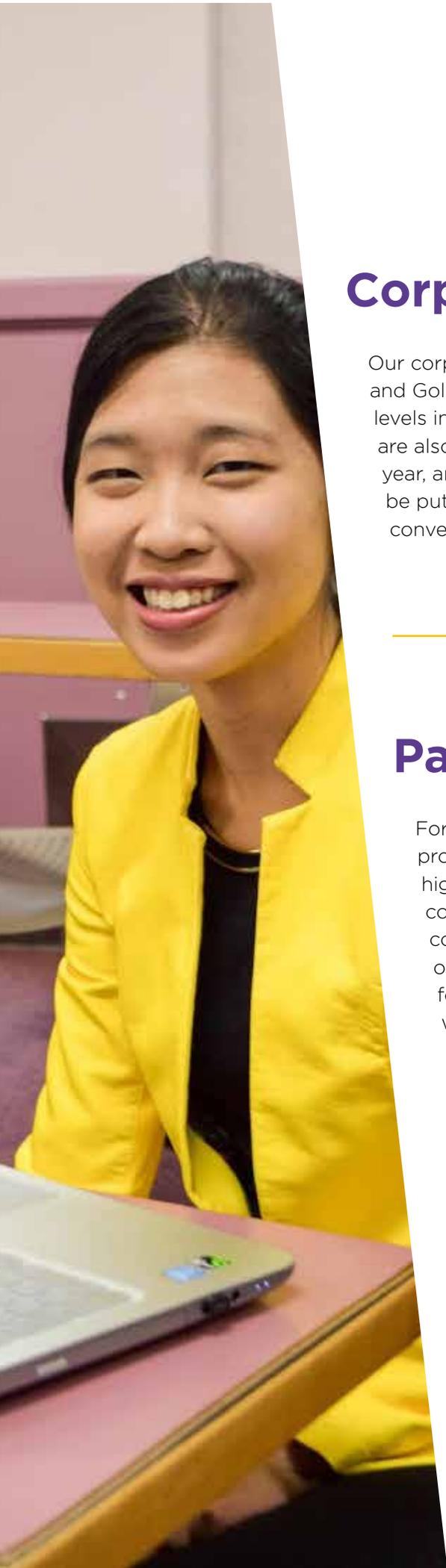
Our sales force is made up of ambitious, motivated, and creative individuals who are always searching for the next big idea. Our standardized market research procedure ensures accurate market knowledge before any project begins. While much of our sales revenue is generated from in-house projects, we are also able to act as a professional sales representative for any company. We have partnered with the Cincinnati Reds and Columbus Blue Jackets in previous projects to successfully create a sales plan on campus while generating a healthy revenue. We pride ourselves on our past successes and promise future abilities to:

- Expand existing customer bases
 - Use our campus as a test market for new product launch
 - Develop exciting and creative sales and promotional ideas
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Graphic Design

We have the ambition and skills necessary to design customized artwork for your business needs. Our graphic designers can create a design from scratch or incorporate pre-existing designs. We are also experienced in generating some new and powerful for your organization's needs. The designers can garner feedback from fresh eyes to provide you with several iterations of a design and incorporate your feedback with each new product until your finalized artwork best represents your brand.

The team has been experienced in branding the entire Hackman Financial Group Financial Firm. This encompassed everything from creating a new logo and brand identity to touching up their client brochures.



Corporate Sponsorship Program

Our corporate sponsorship is broken up into 3 levels: Amethyst, Silver, and Gold. Each level has certain benefits. These benefits rollover as the levels increase. For example, the benefits of the Amethyst Partnership are also included in the Silver Partnership. Sponsorships will last one year, and can be renewed annually. The funds from our sponsors will be put toward sending our members to our national and regional conventions where they will compete for awards and scholarships.

Partner with PSE Miami

For nearly four decades, we have provided our members with valuable professional development experiences by partnering with numerous high-quality organizations ranging from startups to fortune 500 companies. Our goal is to provide a mutually beneficial relationship with companies to offer exclusive professional development experiences for our new members while creating additional networking opportunities for your organization's recruiting purposes. You can become involved with our chapter through a variety of avenues:

- Guest speaking opportunities
- Engaging workshops
- Recruiter presentations
- Corporate Sponsorship Program
- Post-Career Fair meet & greets
- PSE member resume book
- Company corporate visit
- Client Project engagement



Acclaim for **PSE**

Mike Calise
Director of Electric Vehicles
Schneider Electric

“It is with great pleasure, on behalf of Schneider Electric’s entire Electric Vehicle Team, the Schneider Electric Partner Business, Schneider Electric’s North American Operation, and Schneider Electric’s Global Operations, that we express our sincere gratitude for the superlative work of the Miami chapter of Pi Sigma Epsilon. They achieved excellence for an extremely challenging marketing campaign project, encompassing the intersection of dynamically moving electric vehicles, advanced digital media, and social media. This success is a testament to the chapter’s bright, articulate, and driven nature, and their ability to manage a multidisciplinary project entailing creative vision, strategy, and deadline-driven analysis and report execution. The project results have been socialized with Schneider’s North American CEO, Senior Vice President of Strategic Marketing, the head of the North American Partner Business, and will also make it to the Schneider’s Global Chief Marketing Officer and his team. I’m proud to circulate the work as-is, as well as early feedback that it has tremendous potential, compelling enough for me to lock in a second project with Pi Sigma Epsilon Miami University.”





Dave Knox

**Teen External Relations Manager
Procter & Gamble Beauty**

“When Secret was faced with the declining equity score amongst females ages 18-24, we knew that Pi Sigma Epsilon’s Miami University Chapter could help us find the answer in the college market. The chapter tackled the question by conducting extensive research with chapters nationwide and then presented our brand with a strategic marketing recommendation based on their findings. Overall, Pi Sigma Epsilon Miami’s work proved to be a key building block in our plans against competitors in the college market”

Mark Johnston

**Founder and CEO
Unlimited Promotions**

“PSE and Unlimited Promotions have been working together for several years now. We appreciate the effort in which PSE promotes our company through direct marketing to Miami students. In return for their hard work, we are more than happy to give a percentage of sales back to PSE Miami so they can continue growing their organization. We enjoy the enthusiasm that each PSE member has brought to the table and we look forward to a continued relationship.”



Connect with us

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