



OAKLAND UNIVERSITY™



School of Business
Administration
Elliott Hall Expansion
Programming & Planning

September 28, 2015



PROGRAMMATIC ENHANCEMENTS

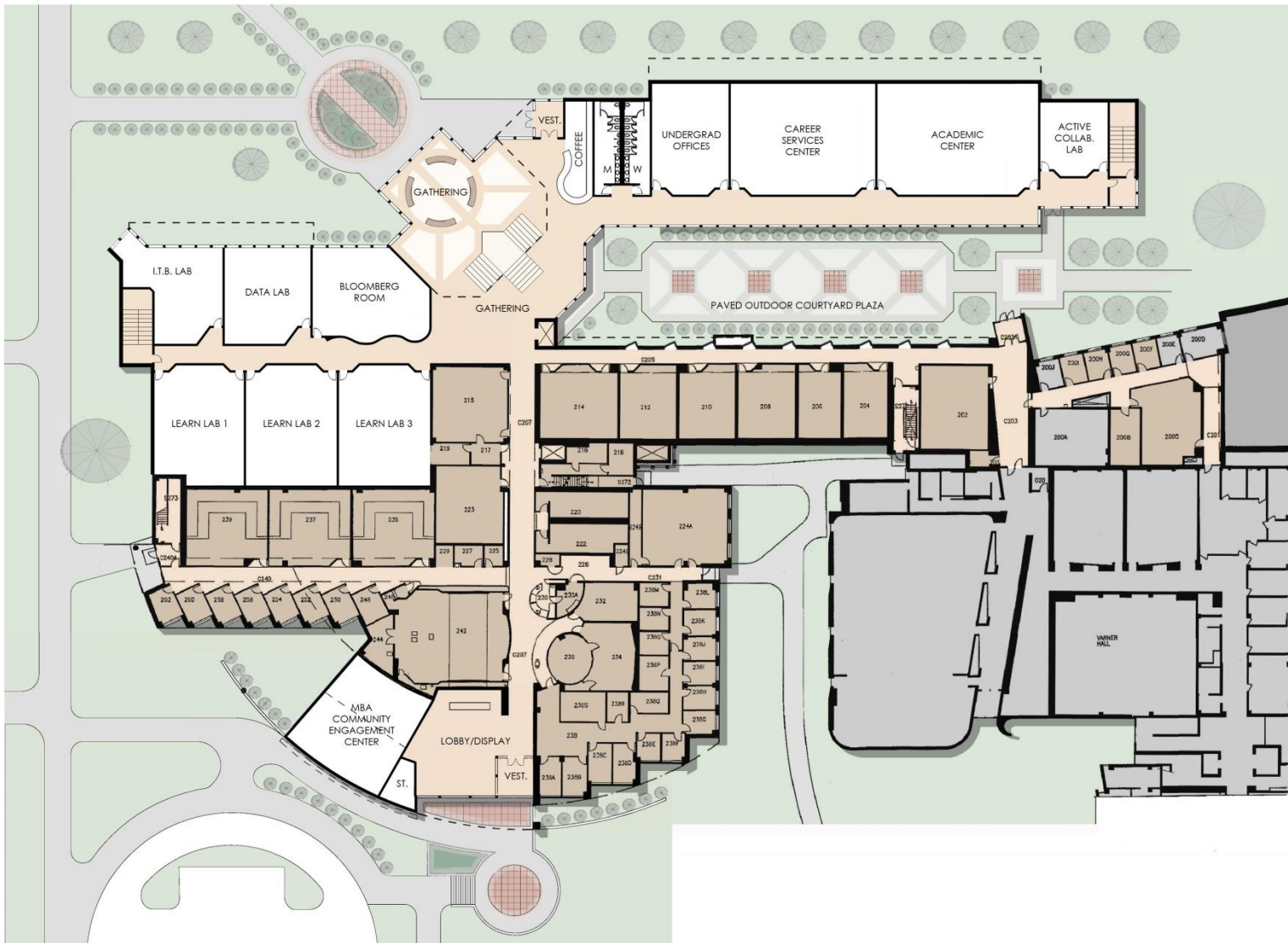
- **FINANCIAL INVESTMENT PROGRAM (LAB)**
- **CONSUMER BEHAVIOR FOCUSED MARKETING PROGRAM (LAB)**
- **BUSINESS ANALYTICS (LAB)**
- **INNOVATION AND ENTREPRENEURSHIP**
 - **(I2B) COLLABORATIVE SPACE AND DESIGN STUDIO**
- **EXECUTIVE AND GRADUATE PROGRAMS**
- **BUSINESS HONORS PROGRAM (COLLABORATIVE SPACE)**



STUDENT SUCCESS

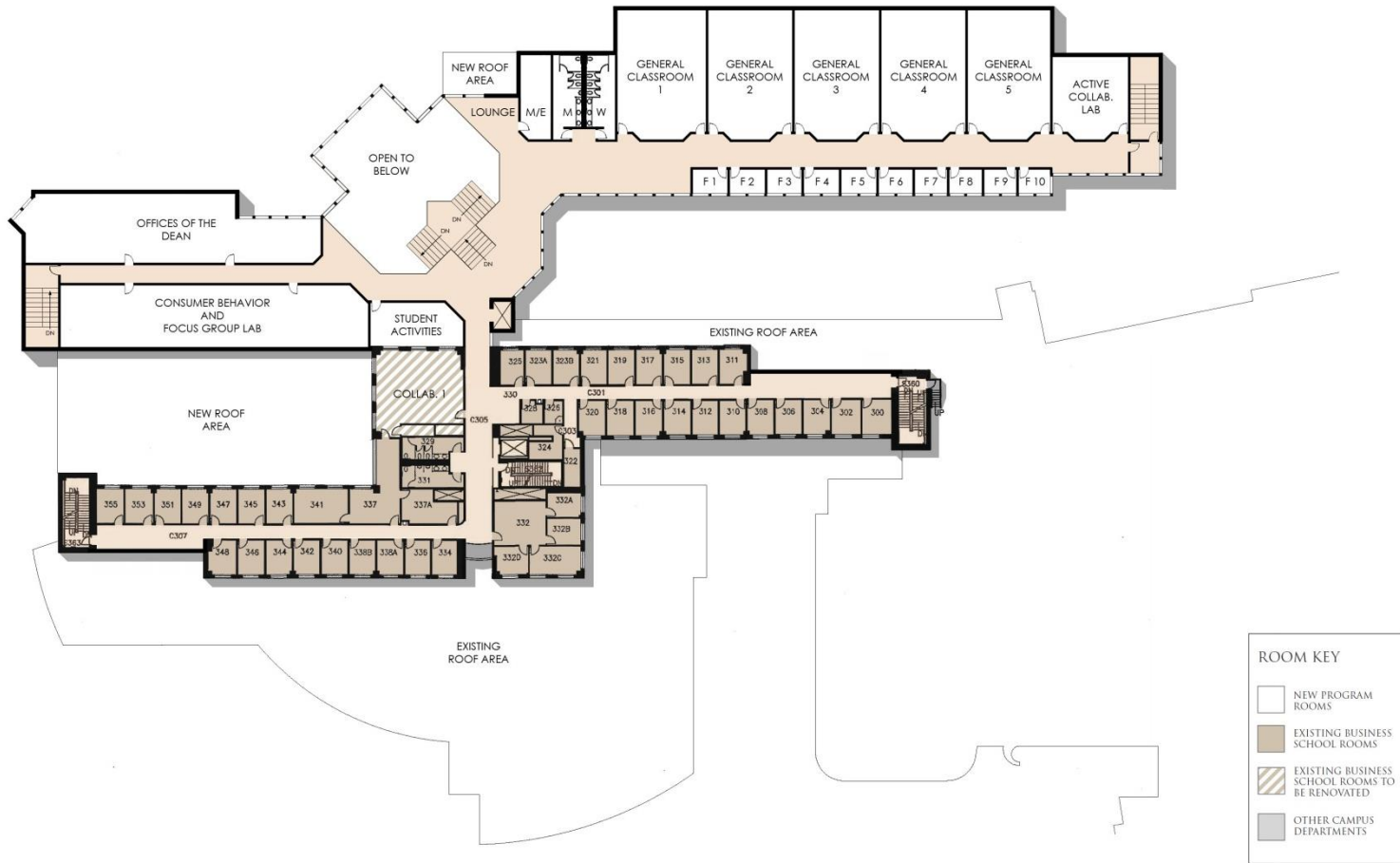
- **ACADEMIC ADVISING**
- **CAREER SERVICES**
- **ACHIEVE**
- **PEER TO PEER TUTORING**
- **STUDENT ORGANIZATIONS**
- **EXECUTIVES-IN-RESIDENCE**





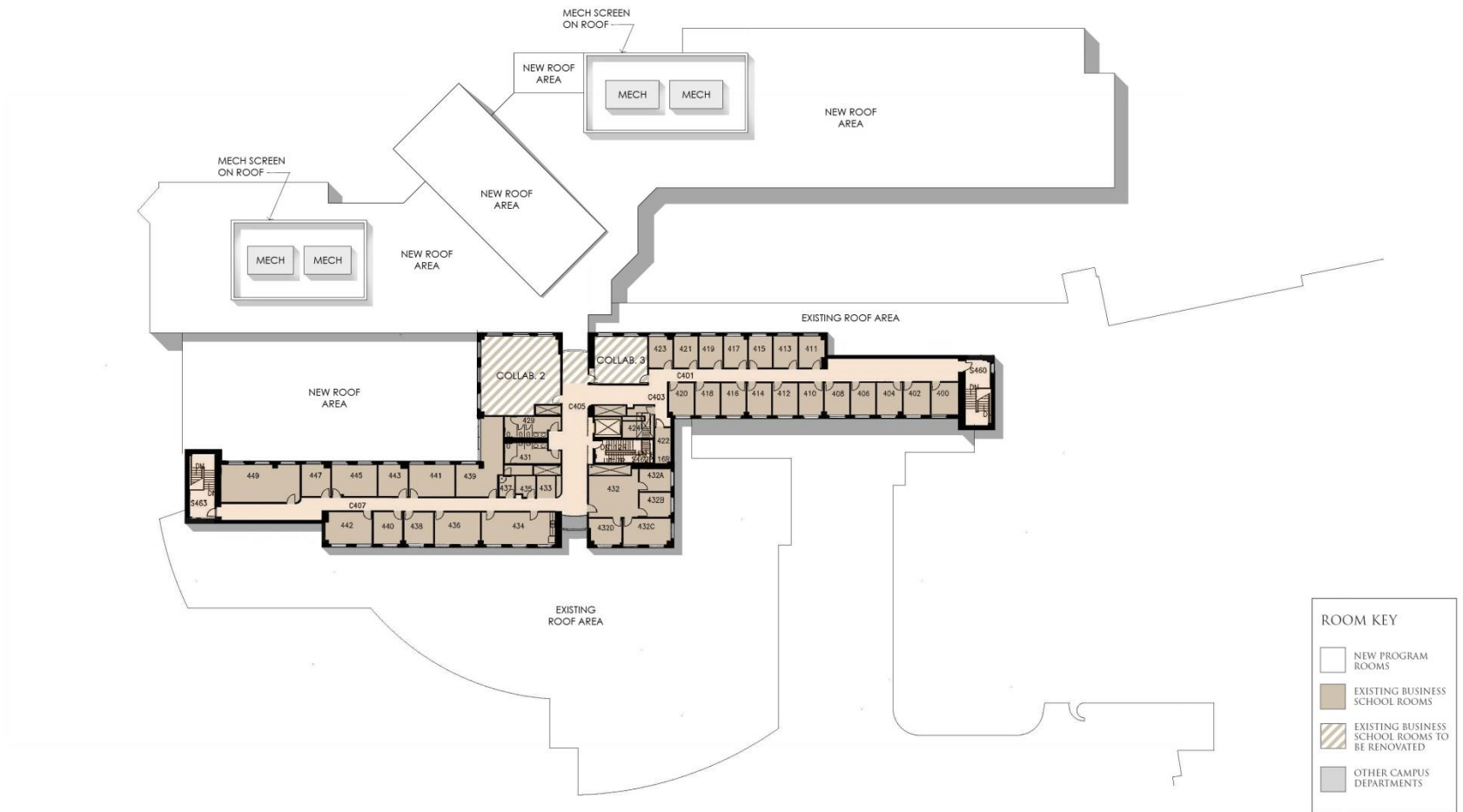
Level Two – (Ground Floor)





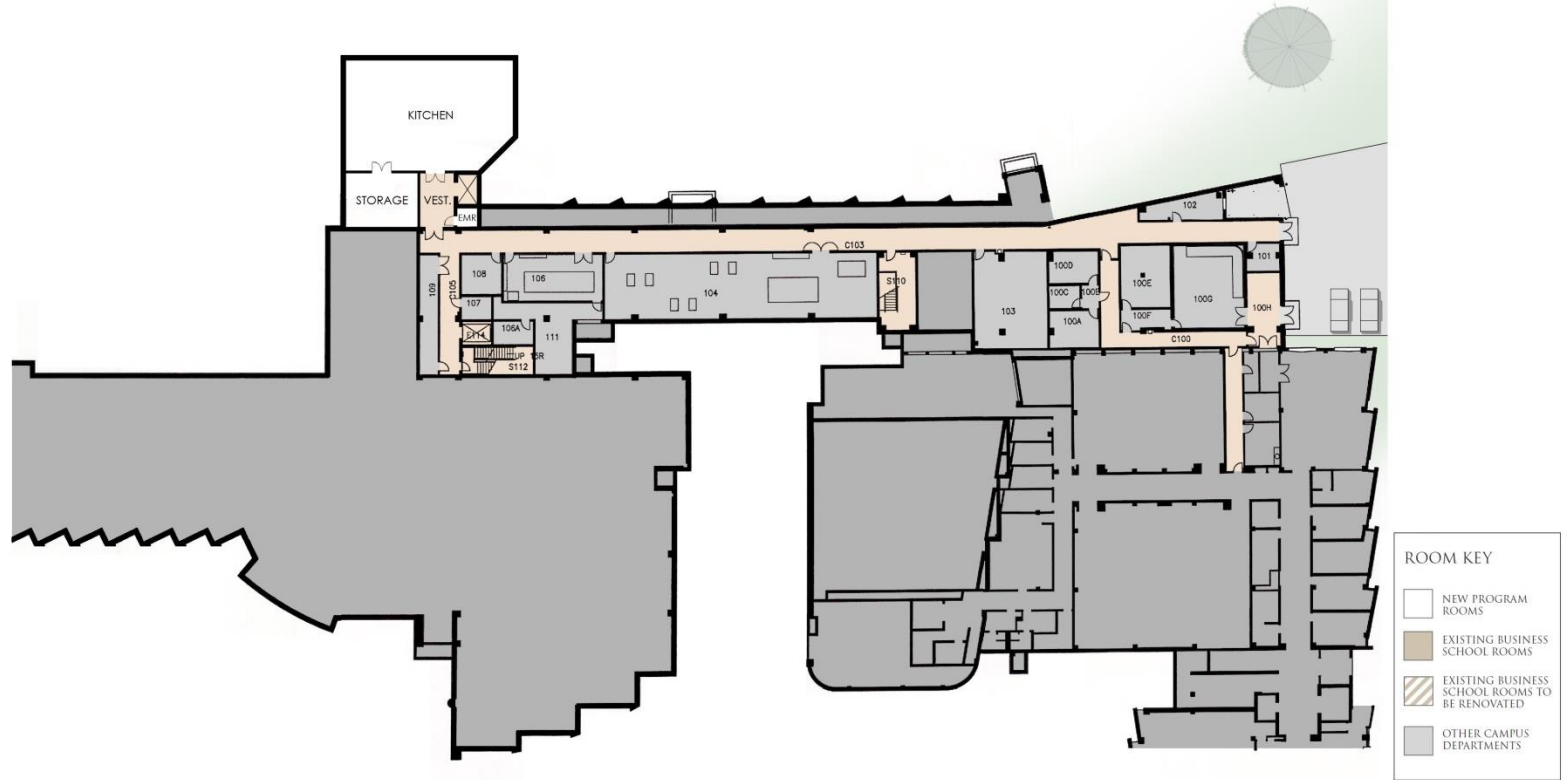
Level Three





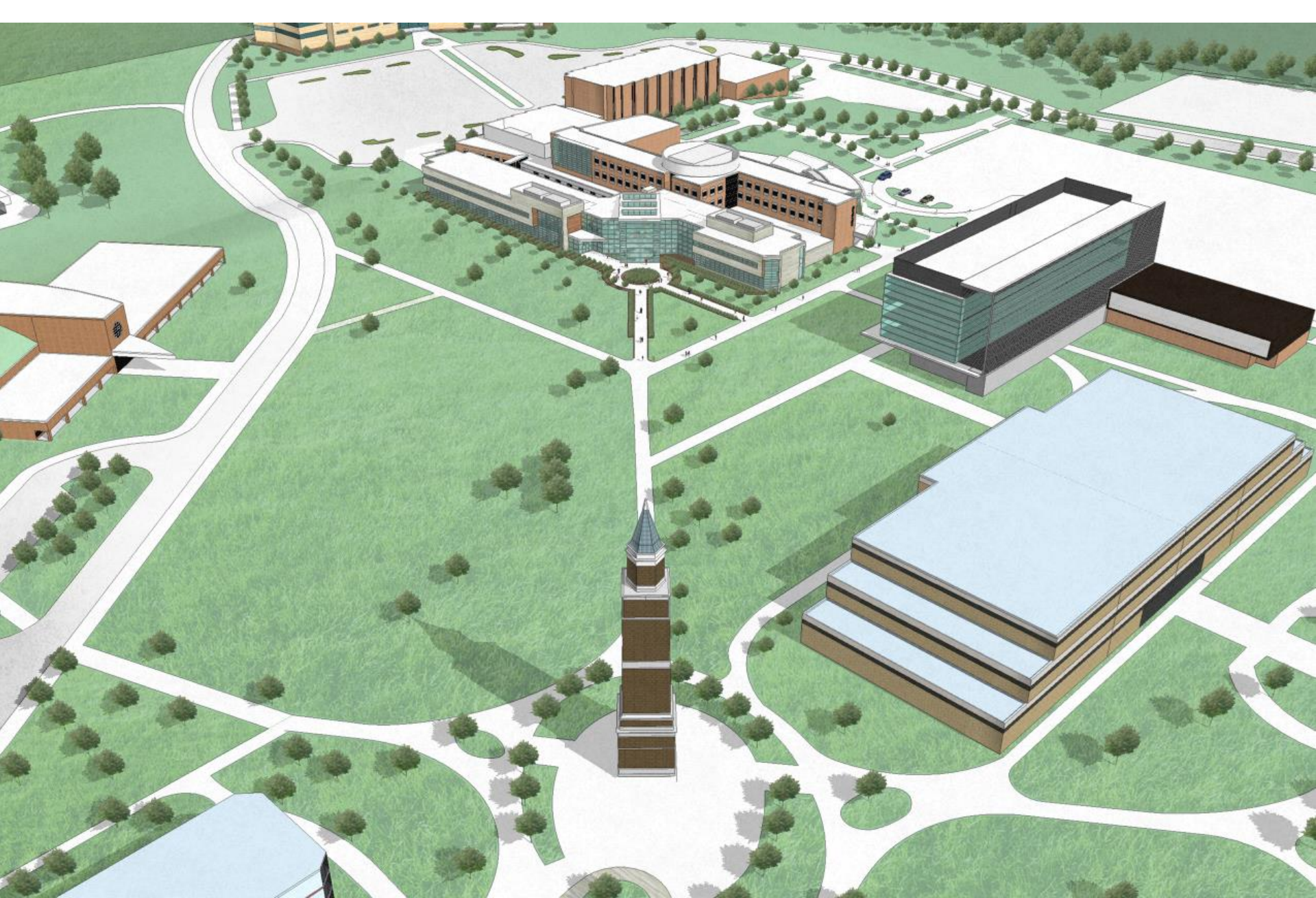
Level Four



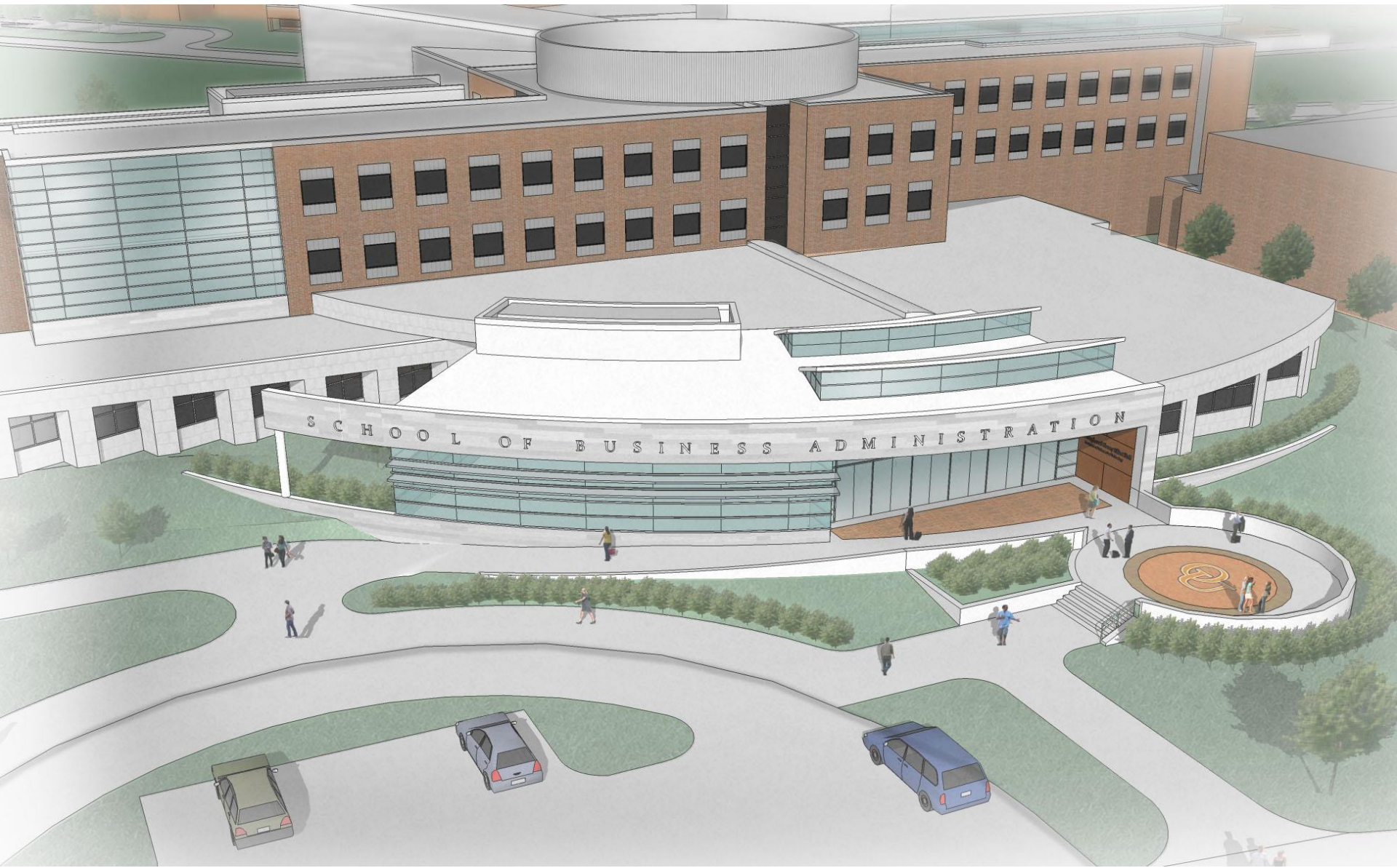


Level One















DYAD ROOMS FOR CONSUMER BEHAVIOR LAB





State of the Science
Oral Agents for Cancer

- Ability to explain adherence with oral medication is poor
- Adherence suboptimal – over 50% in chronic illness
- Change in practice without planning
- Treatment regimens varied and complex
- Patients and families have little guidance for how to administer drugs and monitor therapy





Pex Planus (The Foot)

- Normal curve often level
- Associated with hyperextension
- Treatment not needed





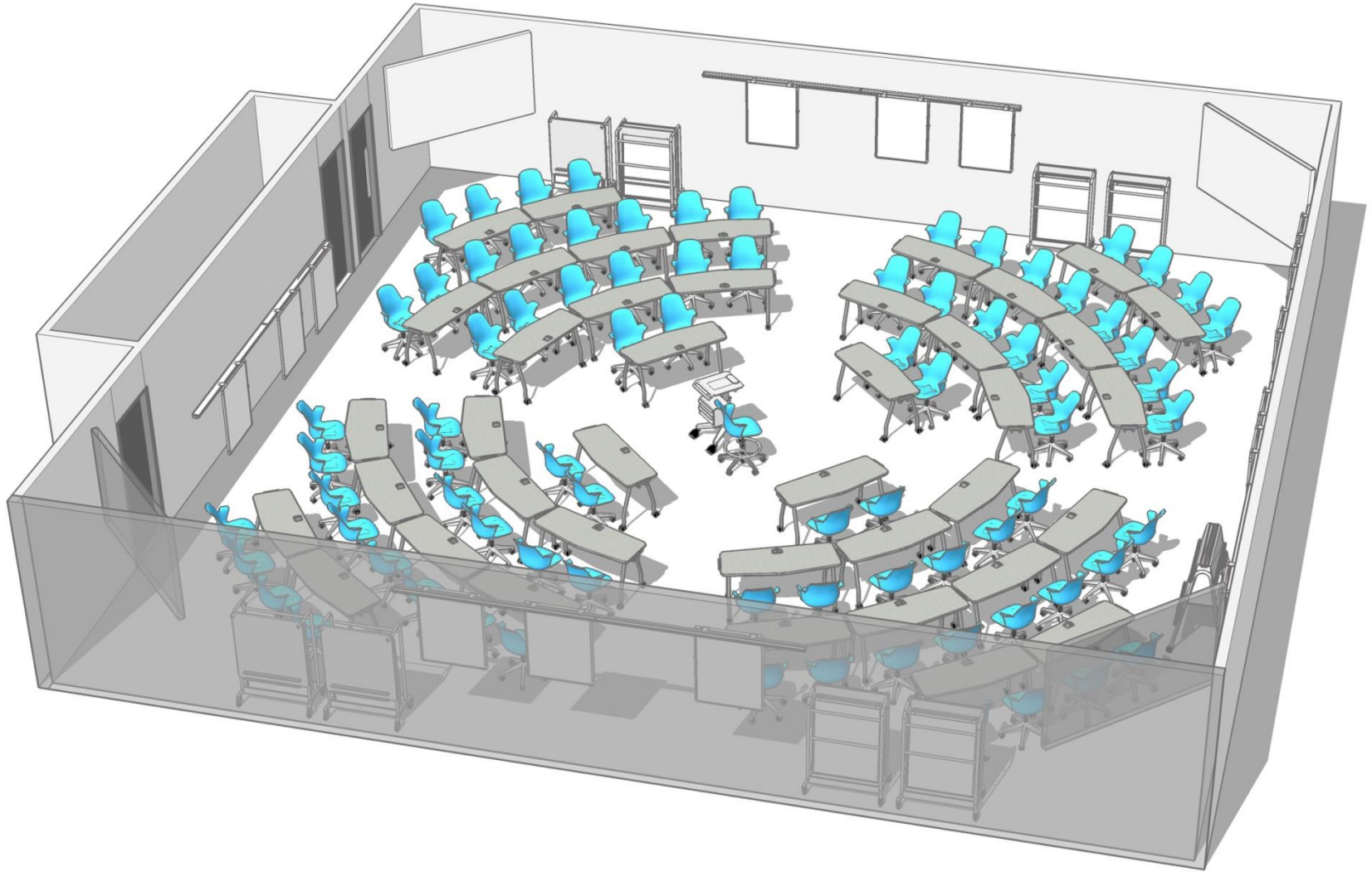














Conducting Market Research BEFORE Investing in Tactical Execution

Why Research First?
- Who is your customer target?
- How do they make purchase decisions?
- What are their pain points?

A Research-Based Roadmap
→ Knows who we're targeting
→ Checks where we'll reach them
→ Finds the paths to each channel
→ Information we need to provide in order to earn conversions

Types of Market Research
- Target Market
- Competitive
- Product
- Customer
- Marketing
- Sales
- Distribution
- Expert
- Public
- Data

Key Concepts:
- What gets on the website
- How we measure success
- What entry tactics we need to be good at





