Timothy Higgins, Courtney Mulcahy, Christina Parent, Sara Lands
Salisbury University Beta Gamma Sigma Chapter
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Executive Summary

Main Goal:
To rebrand BGS and better communicate with audience

Outcomes
- New modern look
- More engaged members and alumni
- Improved, structured award system

Leadership
Academic Excellence
Community Involvement

Social Media Campaign
BGS Triple Threat
- Member video submissions for local and national recognition

Competitions
- Scholarly academic essays
- Planning a community service project

Improved Award System
System of Support
- Specific requirements for each level of recognition

Awards and Incentives

Outcomes
Introduction

Beta Gamma Sigma (BGS) was founded 100 years ago with the goal of honoring high achieving college students with a concentration in business. For many years, the society was one of the most well-known and respected honors societies in the business world. However, in recent years the popularity of BGS has waned leaving the society uncertain about the future. The society has made several changes to its mission and objectives moving forward. These changes include an increased emphasis on leadership, professional development, and service. Despite these changes, BGS is facing many key issues moving into their second century of existence. These issues include slowing induction and acceptance rates among both undergraduate and graduate students, a lack of involvement from both alumni and undergraduate members, and increasing competition from other honors societies. The following marketing plan will analyze the current competitive environment in the academic honors society industry, identify the target market for the new BGS, and provide recommendations to combat the key issues facing the society.

Honors Society Industry Analysis

The honors society industry is highly competitive. There are many honors societies vying for the time and attention of college students. Many are specific to certain fields of study or concentrations and are able to entice students with valuable industry contacts and connections. At Salisbury University, there are 5 honors societies vying for the commitment of top notch business students\(^1\). The competition is comprised of not only business honors societies, but non-field specific societies as well.

Another factor impacting the industry is the availability of networking opportunities through the use of technology. Prior to the advent of the internet and the use of LinkedIn as a

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primary recruiting tool, many companies had to use honors societies to find the top students. Also, the students had to go through the honors societies to get in touch with the recruiters. The internet, as a whole, and social networking, specifically, has made it much easier for top tier business student to build their networks and remove a traditional role of the honors society.

Economic factors are also impacting the industry. Since the economic downturn began (approximately 2008), the college enrollment rate has hit an all-time high. However, that surge has mainly been fueled by community college enrollees and students in trade schools\(^2\). While there has been an increase overall in the number of students attending college, there has been an increase in the number of students who are working, either full time or part time, for 50 of the 52 weeks in a year in addition to taking classes. In 2011, 72% of the 19.7 million students enrolled in colleges across the United States worked at least 20 hours per week while enrolled\(^3\). The impact of this on the honors society industry is two-fold. The first part of the impact is that being a full time student and working simply does not allow for enough time to commit to an honors society. The other impact is on the GPAs of these students. The time constraints placed on them by work and school prevent them from performing as well as they could. The effect is most profound on those students that work more than 20 hours per week\(^4\). Lower GPAs mean that the pool of potential members is smaller than in previous eras because there are fewer students that meet the membership requirements of the societies.


Internal Analysis of Beta Gamma Sigma

The following chart contains an analysis of the strengths and weaknesses of Beta Gamma Sigma and the opportunities and threats the society must face moving forward.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Prestigious and nationally recognized reputation</td>
<td>• Members are not aware or do not take advantage of what the society has to offer</td>
</tr>
<tr>
<td>• Elite in terms of eligibility requirements</td>
<td>• Low acceptance rate</td>
</tr>
<tr>
<td>• Abundance of resources for members</td>
<td>• Low participation</td>
</tr>
<tr>
<td>• Networking Opportunities</td>
<td>• Members inducted later in college career do not have the opportunity to take part in activities/benefits</td>
</tr>
<tr>
<td>• Mentor Programs</td>
<td>• Not adjusted to a younger demographic</td>
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<tr>
<td></td>
<td>• Very little organizational structure/requirements provided for chapters</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Expand membership to those in their 2nd year of college</td>
<td>• Other academic/professional organizations</td>
</tr>
<tr>
<td>• Increased social media engagement</td>
<td>• Society today is more modern and not as familiar with BGS</td>
</tr>
<tr>
<td>• Encourage more chapter participation</td>
<td>• Students will focus more time and effort on organizations they feel more connected with</td>
</tr>
<tr>
<td>• Appeal to individuals’ needs for recognition and affiliation</td>
<td>• Modern society/culture slowly becoming less formal</td>
</tr>
</tbody>
</table>

Target Market

One segment of BGS’ target market consists of undergraduate students, between the ages of 17 and 24, who have an academic concentration in a business field and study at an AACSB accredited institution. Based on the membership requirements of BGS, these students are high achievers who have high GPAs and look for opportunities to expand professionally and develop traits that will assist them in their future careers. They have all of the characteristics of competent students and professionals including strong leadership skills and a desire to learn. However, they are still open to opportunities to improve those skills and actively seek them out.
Another segment of the target market of BGS is graduate students between the ages of 26 and 35, who have a concentration in a business field and study at an AACSB accredited institution. They have similar characteristics to the undergraduate students previously described, but they differ in many respects. Many of these students have leadership experience in the corporate world and have extensive work experience. They have come back to school looking to gain a competitive edge in the job market and prepare their skills. They are not as concerned with expanding their professional network, but actively seek out opportunities for further professional development. These students know what employers look for and what makes a good employee. BGS must find a way to cater to these students, as well.

The third segment of BGS’ target market is alumni members. These members are in the professional world and are pursuing their career path with zeal. Many of them are at management levels within corporations and are extremely open to expanding their professional network. They are also looking to continuously improve in various areas of professional development and struggle to find arenas in which to improve those skills and learn new skills to gain a competitive advantage. Alumni members are a very important segment of BGS’ target market.

**Market Research**

In order to further understand the market, the team conducted a survey of BGS members and invitees at Salisbury University. The survey focused on three main areas including the reason for initial acceptance, expected benefits of membership, and reason for not accepting. The acceptance rate at Salisbury University is very high; 97% in 2014. As a result of this, there were not many responses relating to not accepting.

The survey was sent to current members and alumni members from the past two years. The survey was also posted on the Salisbury University Chapter’s Facebook page to try to reach
more alumni. The survey was sent to approximately 60 current and past members and invitees that did not accept. Approximately one third of those surveyed responded to the survey. The survey itself and the results can be found in Appendix 1.

The findings from the first area were consistent with the findings of BGS. The respondents were asked to select reasons for accepting their invitation to join BGS. Approximately 95% responded that they accepted because of the scholastic honor attached with being a member of Beta Gamma Sigma. Approximately half of the respondents accepted because of perceived future benefits from membership. Lastly, 31% provided current benefits (i.e. discounts) as having an impact on their decision to accept their invitation to join BGS. These numbers are consistent with the mission and current offerings of BGS. BGS is still viewed as one of the highest scholastic achievements possible and a powerful resource in building a career.

The findings from the second area are consistent with the changes BGS has made to their mission and objectives. Those changes involve an increased emphasis on leadership and connecting alumni and current members. 100% of respondents indicated that useful networking connections were an expected benefit of membership in BGS. 31% indicated that leadership training was an expected benefit, as well. These findings indicate that BGS is on the right track with the changes to its mission and objectives.

The findings indicate that there are two major areas of focus for members upon joining BG and those are networking and leadership training. The findings also indicate that scholastic honor and perceived future benefits are the top reasons students decide to join BGS.
The market research conducted by the team shows that the changes that BGS is looking to implement in its second century are consistent with the needs and expectations of today’s students and young professionals.

**Personas based on Market Research and Target Markets**

**Undergraduate Member**

Becky is an undergraduate student in her sophomore year at Salisbury University pursuing a major in accounting and a minor in info systems. She has been at the top of her class ever since high school and enjoys competing with other students in her course work. She has been able to maintain an overall GPA of 3.9 even as her accounting classes become more advanced. Becky has also just joined Beta Alpha Psi, the honors society for accounting, finance and information systems students. She plans on taking over an executive board position in her next semester. She is in the process of applying to all of the Big Four accounting firms for a summer internship and is looking for something to give her a professional, yet unique edge over other students applying for the same position. Becky has just been tapped for induction into Beta Gamma Sigma and is eager to join because of the prestigious reputation. However, she is unsure what the society can offer her that her other society membership cannot. Outside of school, Becky also plays intramural volleyball and volunteers part time on the weekends at the local animal shelter. Even though she uphold a fairly busy schedule, Becky still finds time to relax and unwind with her friends at least one night on the weekends.

**Graduate Member**

Austin is a 26 year old graduate student at an AACSB accredited university, who is in the last few weeks of his entry level position with a local IT firm. He is currently in training to become a Systems Analyst and is excited to start his first associate position after receiving his undergraduate dual degree in Information Systems and Management. Austin has already taken one year of graduate school for his master’s degree. He has just accepted his invitation to Beta
Gamma Sigma and is thrilled his hard work and dedication is finally paying off. Austin would like to get involved with his local chapter primarily to meet young, like-minded professionals and to further his professional network. He leads an active life and thrives off of social interaction.

**Alumni Member**

Kevin is an alumni member of Beta Gamma Sigma. He is currently a digital marketing manager for Under Armour. He has a bachelor’s degree in marketing and information systems and a master’s degree in analytical studies. He has just turned 35 and is married with his second child on the way. Kevin was involved in numerous sales and marketing clubs during his time in school and took on many leadership positions within those clubs while maintaining a 3.85 GPA. Kevin has always been intrinsically motivated to excel. While in college, he also worked as a market research intern for his school. Before he even graduated, Kevin had a job lined up as an account executive with a medium sized marketing firm. After working 6 months, he quickly learned that he wanted to focus on the analytics behind a marketing strategy. His next job, where he currently is now, offered to reimburse his graduate school tuition after a year of service. After a few years, he has finally moved up to the position that he is now and is always eager to learn more about his field. He frequently attends conferences and conventions in the digital marketing world. He also enjoys teaching others what he knows about business, but does not have time to devote to becoming an adjunct professor. He would like to be more involved with the alumni chapter of BGS to share his knowledge with current students that are similar to his college self.

**Recommendations**

Based on the above analysis, the team has chosen three areas that will assist BGS in increasing involvement, acceptance rates, and competing more effectively against other academic honors societies. The team recommends that the society continues its current pursuits
including the Student Leadership Forum and its publications, but supplements those with these recommendations. The three areas of focus include an awareness campaign involving increased use of social media to reach today’s student, a series of competitions aimed at various aspects of BGS’ mission and objectives, and improvements to the current tiered award system for chapters. Each of these focus areas will be explained in detail below.

**BGS Triple Threat Campaign—Awareness Campaign**

**Goals**

BGS Triple Threat is a social media and awareness campaign that promotes Beta Gamma Sigma in accordance to their new strategic plan and is intended to modernize the prestigious society. This plan focuses on students who possess three honored qualities that all Beta Gamma Sigma members strive to achieve in their professional development: leadership, academic excellence and community involvement. BGS Triple Threat will increase awareness of the society, membership acceptance rate, member participation and alumni involvement through interactive communication strategies including various social media and digital outlets.

**Objectives**

In order to accomplish these goals, BGS Triple Threat emphasizes a strong digital presence through social media. BGS Triple Threat will launch as a semester long contest to find students who excel in the areas of leadership, academic achievement, and community involvement. The contest includes a video submission and a unique branding statement challenge that convinces BGS why they should be chosen as the next BGS Triple Threat. By sharing the submissions over various social media channels, this campaign increases awareness of the society and its members to the public, members, alumni and other professional organizations. This plan increases the membership acceptance rate by positioning the organization not only as a prestigious national honors society, but also as a modern, on campus organization involved in the campus community.
Social Media Campaign – *BGS Triple Threat*

The BGS Triple Threat campaign is designed to center around the three qualities BGS members strive for in their professional development: Leadership, academic excellence and community involvement. This campaign targets each market as described above in terms of digital engagement with the organization in a more modern, interactive way that appeals to each lifestyle. This increased engagement simultaneously increases awareness of the organization and begins to build a strong, contemporary brand image for Beta Gamma Sigma. The campaign begins with the launch of a semester long contest that provides each chapter with the opportunity to showcase members via social media platforms for the chance to be featured on all things Beta Gamma Sigma as the next BGS Triple Threat.

Members must upload a video to the BGS website that explains why they should be chosen as the next BGS Triple Threat. In the video, participants must show how they have individually excelled in the areas of leadership, academic excellence and community involvement. This can be done in any form they wish. The videos are then be narrowed down by a panel of judges at Beta Gamma Sigma and posted to YouTube, Facebook, Twitter and LinkedIn where people will get the chance to vote for their favorite “Triple Threat”. Contestants must also include a tweet of 140 characters or less that serves as their "branding statement” and concisely conveys why they are the best candidate. The top two submissions will win an all-expense paid trip to the Student Leadership Forum, where their videos will be featured and they will be recognized as a BGS Triple Threat finalist. Winners will also receive a $2000 scholarship and an additional $1000 in funds for their chapter.

In order to raise initial awareness for the contest, an original video will be featured on the BGS home page online and on all social media channels. The purpose of this video is to introduce the new campaign/contest and to inform participants exactly what BGS stands for. It
focuses on the three crucial traits to becoming a BGS Triple Threat and tells them how to submit their entries. This video appeals to BGS members in a more modern way in the style of whiteboard animation and encourages them to engage with the organization for the opportunity to essentially be the “face” of the society for a certain amount of time (See Appendix ___ for script). The hashtag #BGSTripleThreat accompanies every post made about the contest.

Although the contest is central to the BGS Triple Threat Campaign, there are also other digital aspects integrated throughout the semester. In order to reach out and engage alumni, Beta Gamma Sigma will offer the opportunity to be featured as a BGS Triple Threat Mentor. These alumni, who are already heavily involved in their careers, host live monthly webinars with current BGS members. They have the opportunity to hold an interactive workshop or tell their story on how they advanced in their professional lives by focusing on their leadership skills, academic achievements, and community involvement. These webinars are advertised in advance and are promoted using the hashtag #BGSTripleThreat. This portion of the campaign increases the interaction between alumni members and current members of the society. In turn, this increases overall participation in the organization, which generates additional awareness for Beta Gamma Sigma across the nation.

**Analytics and Measurement**

It is recommended that BGS conduct a two year trial of this annual social media campaign. At the end of the second year, the number of participants, shares, likes, favorites, etc. will be compared to those engagement numbers from the year prior. If those numbers have increased, the society will move forward with the campaign as is. If the numbers stay relatively the same, the society will change aspects of the campaign, such as the content required in the video submission. If the numbers decrease, the society will have to revise the campaign as they see fit.
To accurately track the effectiveness and engagement of the BGS Triple Threat Campaign, the organization should use a social media management website such as HootSuite. HootSuite is a social media platform manager that allows you to access all social media outlets from the same website. With HootSuite, you can create posts, manage posting times, post the same message on multiple outlets simultaneously, and track your results. Management teams can also be created to give an internal social media team access to social media platforms from HootSuite and duties can be assigned daily. The analytics available will give BGS an accurate representation of how many likes, shares, favorites, etc. each post within the campaign receives. A main determinant of increased awareness in the beginning of the campaign is the number of shares/reposts the launch video receives. The number of video submissions is also an important measurement in determining how many members the campaign has reached. When voting occurs, the number of likes, favorites, or video plays are key to choosing the winners of the contest.

**Series of Competitions**

Very few things motivate young professionals and students like competition. Including a series of competitions in the offerings of BGS will assist the society with the lack of campus involvement and competing with other academic honors societies. These competitions would be aimed at furthering the mission and objectives of BGS. A series of 3 competitions will be held throughout the year, with concentrations in academic excellence, service, and a culminating case competition.

The academic excellence competition, also known as BGS Scholars Rising, will be held in December or January. This competition will be based on the submission of scholarly essays related to pertinent business issues of the day. BGS will judge entries based on evidence of superior scholarship and relevance to the business world. As one of the founding principles of
the society, academic excellence is a perfect choice for a competition focus because it will foster awareness of the founding principles among members.

The second competition in the series will be the community service competition, also known as BGS in the Community. Chapters will submit written summaries of community service events with information regarding the planning process and execution of the event. In addition to the written submission, the chapter will submit a video that shows the chapter’s plan in action. BGS will judge these entries based on innovative ideas, successful execution, and impact in the community.

The prize structure for the competitions in the series is the same for both. The top three finishers in each competition will be awarded with funds for their chapter, a commemorative plaque, recognition in The International Exchange, and entry into the culminating case competition. The top finisher will be awarded $1,000 in chapter funds. The second and third place finishers will be awarded $500 in chapter funds.

This series of competitions will lead into the culminating case competition, The Beta Gamma Sigma Showcase. Participation in this competition will be dependent on participation in the preceding competitions. Chapters will be invited to participate in the case competition if they participated in both competitions or finished in the top three of either competition. Each chapter will self-select a team of four members. The competition will have two rounds. The first round will be a written case analysis prepared by chapters at their individual institutions. These written submissions will be judged by a panel of BGS employees and alumni members who have distinguished themselves in the business world. The judges will select the top five submissions to move to the next room. The second round will include in person presentations by the five teams on an actual business case. The Showcase will be held in St. Louis and will take place
over the course of two days. The first day will be used for planning and preparation and the second will be reserved for presentations. A panel of judges will be selected including alumni members and BGS employees. The prize structure will be similar to that of the competition series. Each team that makes it to the second round will be awarded with $750 in chapter funds. The team that finishes first in the competition will receive an extra $2,000 in chapter funds, a personalized recognition in The International Exchange, and a personalized trophy for storage at the institution they represent.

The costs of these competitions will be approximately $20,000. These costs will be offset through corporate sponsorships of each competition. This form of funding is commonly used by many academic honors societies for their major events. This series of competitions could be ready as soon as the 2015-2016 academic year. The turn-around is fast because the competitions in the series mostly require an online submission platform and judges. Participation in these events will be promoted through the increased social media presence of Beta Gamma Sigma and will be involved in the awarding of chapter honors each year.

**Tiered Award System Improvements**

One of the three important goals stated to support Beta Gamma Sigma’s new mission is to bolster BGS’s support of chapters and members. BGS also has a lot of specific objectives that focus on getting more chapters and members involved in the society. In order for Beta Gamma Sigma to bolster support of chapters and members we feel as if they need build stronger relationships with their chapters and members. A way to build stronger and lasting relationship with the chapters we propose BGS implement an incentive system for their chapters to get involved and stay involved. This reward system is not only a way to recognize and motivate but it is the most effective way BGS can rekindle and keep relationships with members and chapters.
Since 1995 BGS has had a way to recognize chapters that demonstrate excellence chapter performance. This award system is called the Outstanding Chapter Award. The Outstanding Chapter Award allows for four chapters to be chosen for Gold, Silver, Bronze and Honorable Mention. BGS chooses which chapters will receive the Outstanding Chapters Award each year and the prizes are as follows: Gold receives $1500 scholarship for one outstanding member, Silver receives $1250 scholarship for one outstanding member, Bronze receives a $1000 scholarship for one outstanding member, and Honorable Mention receives a $500 scholarship for one outstanding member. There are also two other categories of chapters that BGS recognizes and those two are both based on acceptance ratings. The first grouping is the Exemplary Chapters which have an acceptance rating between 70-84 percent. The other grouping is the Premier Chapters which have an accepting rating of at least 85 percent or higher. Although there is no prize money for Exemplary and Premier Chapters, both titles pre-qualify chapters for consideration in Outstanding Chapters Awards, Outstanding Chapter Advisor and the Matching Scholarship Fund.

There are a few problems with the way Outstanding Chapters Award system is organized. The first problem is that there are no clearly defined requirements that have to be met in order for a chapter to be chosen for any level of Outstanding Chapters Award. Without visible and clearly defined requirements it makes a chapter’s goal to become a Gold, Silver, Bronze or Honorable Mention Outstanding Chapter very ambiguous. The second and most significant problem is that it is a closed system. This means that it excludes all but the 4 chapters that it recognizes. Most specifically only 4 students from these chapters get reward money granted in the form of a scholarship. In order to get chapters and members more involved it would be more beneficial to have a system in which all chapters have an equal opportunity and incentive to be involved.
The system that we are proposing BGS implement is a system of support. The System of Support is a three tiered reward system that allows all chapters the opportunity to be at any level of their choosing based on involvement and promotion of BGS. System of Support has this name because we feel as if all chapters and members of BGS are already ‘outstanding’. The name is also representative of how much support they give and get from BGS, which is directly correlated. This reward system allows chapters an incentive to gain recognition and monetary reward through their involvement efforts in supporting BGS to be a better contender above honor society competition.

System of Support will be set up into three tiers; the names of the tiers will remain the same Gold being the highest tier, Silver the middle, and Bronze the last. Each level has requirements that are based off of each chapter’s involvement in competitions and outreach in social media. Another factor that System of Support’s requirements take into consideration is the chapter’s yearly acceptance rating.

Requirements for Gold Support Chapters include the completion of all three competitions: BGS Triple Threat, academic excellence, and community service. Chapters seeking Gold Support also have to have a significant social media presence meaning that they have at least a weekly social discussions (32 per site during the academic year) on all their chapters’ social media outlets: Facebook, Twitter and LinkedIn. Each post can be the same or similar on each outlet. The post itself has to consist of information or discussion relating to Beta Gamma Sigma’s history, current news, national events, or chapter events. The final requirement in order to gain Gold Support is chapters as a whole need to have at least five submissions for the triple threat competition each year. The second tier Silver Support Chapter requires participation in at least two of the three competitions mentioned above. In addition to competitions, Silver
Support Chapters must have strong social media presence this means biweekly social discussions (16 per site during the academic year) on at least any two of their chapter’s social media accounts (Facebook, Twitter, and LinkedIn). Silver Support Chapters are also required to have at least three triple threat submissions each year. Lastly, the third tier Bronze Support Chapters obligates chapters to have completed at least one of the three competitions. Social Media presence of Bronze Support Chapters needs to be moderate status of one post per month (8 total posts during the academic year) on any one chapters social media accounts of that chapters choosing. The last requirement is to have at least one triple threat submission each year. The last qualification for all three tiers is acceptance rating. To be at any level of Support there is no set percentage acceptance rating, because that would exclude chapters even if their involvement in competitions and social media is phenomenal. This being said in order to qualify; any chapter’s yearly acceptance rating cannot decrease by more than 5 percent from the year before.

The intended rewards for qualifying Gold Support Chapters will receive $1,000 dollars, Silver Support Chapters receive $750 dollars, and Bronze Support Chapters will receive $500 dollars from BGS toward their Chapter funds. This differs from The Outstanding Award Chapters system because the money is distributed for the whole chapters use, not just on a scholarship for one member of the chapter. This equal distribution of funds will incentivize and motivate members of all chapters to participate in the planned competitions and social media initiative. The unintended rewards that both BGS and chapters that take part in System of Support will benefit from are increased visibility of chapters, which will have a positive effect on acceptance ratings, and in relation will promote growth within chapters.
Conclusion

The key issues that Beta Gamma Sigma is facing going into its second century are slowing induction and acceptance rates among undergraduate and graduate candidates, a lack of involvement from both alumni and undergraduate members, and increasing competition from other honors societies. The preceding analysis of the industry and target markets led to the recommendations provided. These recommendations included the BGS Triple Threat Awareness and Social Media Campaign, the Beta Gamma Sigma competition series, and the improved System of Support. These recommendations will enable Beta Gamma Sigma to combat its key issues and thrive moving into its second century.
Bibliography


Appendix 1

BGS 2.0 Survey
This survey is being sent to you because you were invited to join Beta Gamma Sigma at Salisbury University. My team and I are competing in the BGS 2.0 Re-Branding Competition and would like your help in our research. Thank you for your time and responses.

Sincerely,
Timothy Higgins

IF YOU ACCEPTED YOUR INVITATION PLEASE ANSWER QUESTIONS ONE AND TWO:

1. Why did you accept your invitation to join Beta Gamma Sigma? (Please select all that apply)
   • [ ] Scholastic Honor
   • [ ] Future Benefits
   • [ ] Current Benefits (i.e. discounts)
   • [ ] Other
   If you selected Other please explain below:
   __________________________________________________________________________
   __________________________________________________________________________
   ____________________________________________________________

2. What do you expect to gain as a result of your membership in Beta Gamma Sigma? (Please select all that apply)
   • [ ] Leadership Training
   • [ ] Useful Networking Contacts
   • [ ] Skills Training
   • [ ] Discounts
   • [ ] Other
   If you selected Other please explain below:
   __________________________________________________________________________
   __________________________________________________________________________
   ___________________________________________________________

IF YOU DID NOT ACCEPT YOUR INVITATION PLEASE ANSWER QUESTIONS THREE:

3. Why did you decline your invitation to join Beta Gamma Sigma? (Please select all that apply)
   • [ ] Unaware of the Society itself
   • [ ] Excessive Cost
   • [ ] Unsure of benefits
   • [ ] Other
   If you selected Other please explain below:
   __________________________________________________________________________
   __________________________________________________________________________
   ____________________________________________________________
Survey Responses

Reasons for Acceptance

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<th>Scholastic Honor</th>
<th>Future Benefits</th>
<th>Current Benefits</th>
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Expected Benefits of Membership

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<th>Leadership Training</th>
<th>Useful Networking Contacts</th>
<th>Skills Training</th>
<th>Discounts</th>
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Appendix 2

Annual Costs Associated with Marketing Plan

Prizes

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<td>Competition Series</td>
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<td>BGS Showcase</td>
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<tr>
<td>System of Support</td>
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<td><strong>Total</strong></td>
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Travel and Accommodations Expenses**

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<td>BGS Showcase</td>
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Additional Support***

<table>
<thead>
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<th>Cost</th>
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</thead>
<tbody>
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<td>Competition Coordinator****</td>
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<tr>
<td>System of Support Coordinator*****</td>
<td>$41,185</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$99,110</td>
</tr>
</tbody>
</table>

Total Costs Associated with Marketing Plan

* Numbers Based on One Chapter Achieving each Level
** Numbers based on Upcoming Fall SLF and Average Prices for Flight and Hotel in St. Louis, MO
*** Costs Calculated based on Hiring New Employees
**** Annual Salary for an Event Planner in the US
***** Annual Salary for Department Coordinator in US
Appendix 3

Branding Statement

For high achieving business students and professionals, Beta Gamma Sigma is the premier business honors society that offers opportunities for personal and professional growth through competitions, seminars, and networking events focused on academic excellence, leadership, and community service.
Appendix 4

Creative Rationale

From the planning phase through the actual writing of this marketing plan, our team wanted to keep the history of Beta Gamma Sigma in mind while going in a fresh, new direction. We tried to do this through maintaining references to the past and supplementing them with more modern styling in our logos and plan. We drew upon many sources of inspiration in our creative process. Our first inspiration came in the form of Professor Ewell and his representation of the foundations of Beta Gamma Sigma. We were also inspired by the case study approach used in many MBA programs. Many studies have shown that this approach is one of the best ways to learn because of its highly interactive nature and we wanted to implement that in the new Beta Gamma Sigma. Last, but certainly not least, we were inspired by the digital marketing efforts of many companies, including, but not limited to Sperry Van Ness, Under Armour, and other academic honors societies.
Appendix 5

Beta Gamma Sigma Logo Rationale:
The new Beta Gamma Sigma logo was designed with the intentions to keep its historic traditional meaning, while promoting the idea of moving forward in a positive direction. There are many aspects of the logo which symbolize the past and future of BGS, while keeping in mind the new slogan, “Building Tomorrow’s Business Leaders”. The redesign uses aspects of the old logo, such as the key and colors, but also incorporates new and original symbols and ideas such as wings and an owl. The new logo is a professional and modern design that is intended to target BGS’s undergraduate, graduate, and alumni chapters.

Symbols:
There are three physical symbols in the redesign of Beta Gamma Sigma’s logo which include an owl, keys, and a pair of wings. The owl symbolizes the past of BGS, the key symbolizes the object that guides us to our future, and the wings offer one to fly in any direction they choose. The Owl found in the logo represents the past of Beta Gamma Sigma by symbolizing the first president of the organization, Fayette H. Elwell. Not only does the existence of Elwell in the logo keep the traditional past of BGS alive, but it also refers to wisdom, intelligence, wealth, and the transition into a better established foundation. The keys in the logo symbolize the idea of opening new doors and finding the key to success. In addition, a key is a source that guides our future in the right direction. Finally, the Wings symbolize the future of the Beta Gamma Sigma’s organization and each of its members. Wings give you the ability to fly in any direction you wish and the ability to take control of one’s own life.

Colors:
Blue: The color blue is unique to the Beta Gamma Sigma logo because it symbolizes traits that describe the organization and the members it includes. The color blue symbolizes trust, honesty, and dependability, and inspires wisdom and higher ideals in each of its members.
Gold: The color gold is associated with prestige, luxury, and wealth. Gold brings the feelings of happiness and good spirit in one’s self. People relate the color gold with value, nobility, and achievement. These colors together describe how BGS represents the high prestige of its organization. BGS values its members who each have qualities including trust, honesty, wisdom, and nobility.

Style:

The Beta Gamma Sigma logo is a clean professional design. This style represents how BGS represents its self as a national organization and the qualities it instills in its members. The Greek letters were eliminated from the logo because they were outdated and unappealing to the target audience. With the direction BGS is currently heading, a corporate design was instilled to maintain the future of the organization. In doing so, a Serif typeface was chosen to spell out “Beta Gamma Sigma” instead of abbreviating it, how it was done in the past. Steering away from the abbreviated letters will distinguish BGS from other Greek organizations by making it look more professional and contemporary. When the tagline, “Building Tomorrow’s Business Leaders” is added to the logo, it is spelled out in a modern sanserif typeface which embodies the future and innovation of the Beta Gamma Sigma.
Appendix 6
Tag Line Rationale

We selected the tag line “Building Tomorrow’s Business Leaders” for two reasons: (1) it furthers the objectives of Beta Gamma Sigma, and (2) it is a forward-looking tagline. The new emphasis on leadership within Beta Gamma Sigma’s mission lends itself perfectly to this tagline. The Beta Gamma Sigma core values now fully reflect the core values that all business leaders possess. This tagline also makes it clear that Beta Gamma Sigma is an organization that is involved in supporting its members and building them up, an element that will help attract new members. Lastly, the tagline, like the new BGS, has the future in mind. While BGS members are in school, the goal is to build them up, so that when they graduate they can be the business leaders of tomorrow.