

From: Debra Hall, Group Leader
Corp Comm Podcasting
Product Development and Sales



To: Professor Norbert Elliot

Date: May 2, 2007

Re: Product Development and Sales Strategy Report

CC: Dana Giangreco

Please find the final report of the Product Development and Sales Group attached. Below is a summary of how the tasks were allocated among the group, as well as how the group worked to complete the final deliverables.

Task Allocation

The Product Development and Sales Group consisted of Debra Hall and Dana Giangreco. Initial phone and email communication between the team went very well. It was decided that Dana would take on the Sales aspects of CorpCommPodcast, while Debra handled the Product Development tasks.

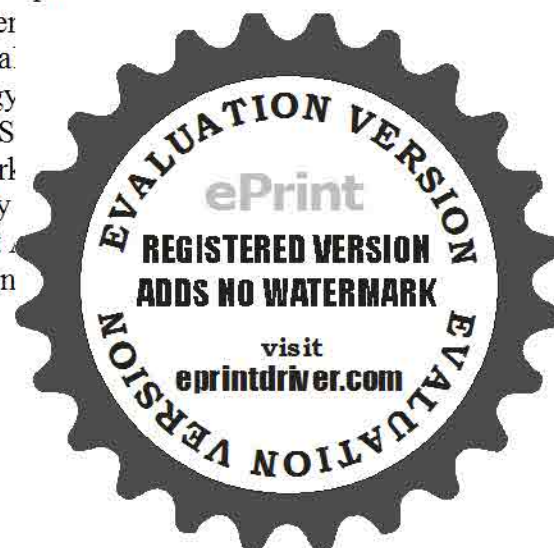
Based on the outline of the Product Development and Sales Report assigned by Professor Elliot, along with individual interest and prior experience, tasks were allocated as follows:

Team member

Debra Hall
Debra Hall
Debra Hall
Debra Hall
Debra Hall
Debra Hall
Dana Giangreco
Dana Giangreco
Dana Giangreco
Dana Giangreco
Dana Giangreco
Dana Giangreco

Task

Podcast Topics
Schedule
Internal Standards for Delivery
Sample Development
Group Leader
Technological
Sales Strategy
Print Media S
On-Line Marl
Risk Strategy
Cost-Benefit
Outcomes An



Inter-group Communication

Developing a team that consists of two members made inter-group communication very simple. We were able to have phone meetings at least one week before each milestone or assignment due date. Phone conversations were followed by daily emails and message posts regarding our progress. We attempted to make use of our group's bulletin board and the group section carved out for us under the CorpComm icon on WebCT. We found it easier to send emails and have phone conversations. It was decided that the bulletin board would be better used to maintain communication with the other groups.

While Debra acted as the group leader and primary contact for the group, both team members were in constant communication with the Advertising and Core Values Teams. The small group size also made it unproblematic to support each other with individual tasks.

Enclosures: Product Development Final Report
Sales Final Report



From: Debra Hall, Group Leader
Corp Comm Podcasting
Product Development and Sales

T: Professor Norbert Elliot

Date: May 2, 2007

Re: Product Development Final Report



Background

Students enrolled in PTC 642: Corporate Communication during the spring semester of 2007 were charged with the task of completing a series of corporate communication podcasts. Podcasts are audio files that can contain anything from informational programs, interviews, or music. For the purpose of this project, CorpCommPodcast or CCP, students will only create informational podcasts. Initial funding to launch the podcasting service has been provided by Norbert Elliot, Professor of English at NJIT. To maintain levels of professionalism and to provide students enrolled in the course with the opportunity to define and strengthen their skills in corporate communication the following guidelines have been set (also described in the Sales Strategy):

MSPTC CorpCommPodcast must:

- offer podcasts on the topic of corporate communications that are research-based in information, timely in content, and lively in presentation,
- embrace innovative technological solutions that do not place undue burden on users,
- offer services that are targeted, first, to NJIT graduate students corporate communication,
- offer services that become available, in time, to other universit
- function collaboratively in its internal orientation,
- adhere to best practices in its external orientation,
- have costs affixed to the services of CCP that reflect market de



- allow a sustainable project to emerge in which the initial investment does not fall below \$5,000 in any calendar year, and
- use any profits to sustain CCP.

Podcast Topics

The development and introduction of the initial podcasting series is reliant on the topics discussed in the series. Paul Argenti notes that one of the first steps in enhancing product reputation is to communicate strategically by building a framework that is circular rather than linear (24). The framework will set the foundation that will allow the organization to improve media relations, internal communication, investor relations, and government relations. In order to communicate the identity, image, and reputation of CCP, the Product Development and Sales groups have developed the following essential topics:

- Corporate Advertising
- Crisis Communication
- Contemporary History
- Historical/Social Considerations
- Internal Communication
- Government Relations
- Media Relations

