



University Information

1 What is the name of the Campus your store serves: _____

2 What is their website: _____

- 3 Go to the website and find the following:
- School Nickname _____
 - Mascot _____
 - Colors _____
 - No. of Faculty _____
 - Total Enrollment _____
 - No. of Undergrad Students _____
 - No. of Students living on Campus _____
 - No. of Dorms _____

4 What is important at your school? Athletics, ROTC, Religion, a particular Major or Focus like Fashion, Greeks?
What about Homecoming, Parents Weekend, Dance Marathons, other important campus activities?
(add additional sheets if necessary)

5 Attach the Academic Calendar for the coming school year that includes Orientations & Move In Dates

PRP - Palooza Research Planner



Residence Life

6

Head of Residence Life	Contact Info	Notes

7 **Dorms (add additional sheets if necessary)**

Names	Head RA	Contact Info	# of Students	Notes

8 **Apartments serving Primarily Students (add additional sheets if necessary):**

Names	Manager	Contact Info	# Apts. / Notes



Student Life/Activities/Athletics

9 Campus Athletics (add additional sheets if necessary):

Position	Name	Contact Info	Notes
Athletic Director			
Asst. Athletic Director			
Football Coach			
Basketball Coach			
Intramural Sports			

10 When will Game Schedules be Available? _____

11 Clubs/Organizations/Activities (add additional sheets if necessary):

Name	Contact Info	Email	Notes

PRP - Palooza Research Planner



12 List the Greek Organizations (Fraternities/Sororities) (add additional sheets if necessary)

Name	Contact Info	Email	Notes

13 Student Publications / Media (add additional sheets if necessary):

Type of Publication/Media	Name	Contact/Sales Rep	Contact Info
Newspaper (Special edition dates?)			
Magazine			
Radio Station			
TV Station			

PRP - Palooza Research Planner



14 Academic Departments (add additional sheets if necessary)

Department/Position	Name	Contact Info	Notes

15 What are the big "Study Areas" on campus? (add additional sheets if necessary)



Market Research

16 **Do Market Research: Put on "Student Clothes" and go out to eat. Get Menus, Flyers, Specials, etc. Write down their price points, hours, do they deliver, delivery charge (add additional sheets if necessary): Don't forget the food courts on Campus. Is there pizza competition in them?**

Name	Type Food	Delivery, Del. Chg	Hours	Specials
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		
		Y N \$		

PRP - Palooza Research Planner



- 17 More Market Research: Where do Students Hang Out? Bars, Clubs, Library, Fraternity houses, etc. (add additional sheets if necessary)

Name	Type of Place / Serve Food?	Time They Close	Location

PRP - Palooza Research Planner



18 What Campus Specials did your store promote this year. What were the offers, food cost, and redemption (% of Orders)? (add additional sheets if necessary)

Offer Description and Price Point	Food Cost \$ / %	Coupon Redemption (% of Orders)

19 Get a large, detailed Campus Map, laminate it and mount it on the wall near your driver map. Make sure it includes all new construction, buildings, roads, playing fields, etc.

20 What advertising worked the best for you in the previous school year? Was it the campus paper, flyers, wobble boarding, texting, sponsoring student orientation, radio spots, athletic boosters, VIP cards? (add additional sheets if necessary)
