

AD420 • ME444 • MKTG594 Motorola Project
Fall Semester, 2008**Stephen Melamed**, Industrial Design, College of Architecture+Arts
Michael J. Scott, Engineering, College of Engineering
Albert Page, Marketing, College of Business Administration**Assignment****No. 1** Background & Field Research : : **Motorola**, the company, products, industry**Project Description**

This semester (academic school year), the IPD client/corporate sponsor is **Motorola Corporation**. Motorola, (NYSE: MOT), a \$36.8 billion company, is a market leader in global wireless communications, powered by and driving, seamless mobility.

"Motorola is revolutionizing broadband, embedded systems, and wireless networks - bringing cutting-edge technologies into everyday life, with style." On the overview of their home web page, Motorola states, "We're scientists. We're artists."

As seeing that Motorola is both this year's client and corporate sponsor, it is only appropriate that all students in the class begin to familiarize themselves with the company, its brand, history, product lines, the industry it lives in, its position in the marketplace, and its channels of distribution.

Go to the company web site, **www.motorola.com**, and take some time to get a good sense of how the company presents itself to the public. Next, visit various types of retail outlets that represent each different channel of retail distribution and see the products first hand (*primary field research*). Inspect the product samples closely for materials, color palettes, manufacturing processes, packaging, point of purchase display (if applicable), retail price points, sale price points, locations within the store (shelf, wall, or end cap), etc. Also take note of competitive products within these same venues.

Immerse yourself into the their industry, their product categories, the company, and it's competition. At the end of this exercise, each student should have a thorough understanding of Motorola and the wireless communications industry, a working knowledge of the industry, as well as be familiar enough with the wireless mobile communication category to be able to discuss any of the aspects mentioned above in class. This preliminary background and field research will help each student acquire a general understanding (big picture overview) and basic sensibilities of Motorola.

Project Requirements

1. On-line Research: Visit and thoroughly explore the Motorola company web site.
2. Field Research: On site visits to at least one store within each channel of distribution (eg. mass merchant/big box - Best Buy; service provider store - T-Mobile; company store - Moto on Michigan Avenue - an On-line retailer). Conduct a close examination of Motorola products and a thorough review of the current competition.

Due Date

Tuesday, September 2, 2008