A close-up of a logo

Description automatically generated

**Invitation to Negotiate (ITN)**

**ITN No: 6734-6**

**COLLEGE OF BUSINESS**

**DIGITAL MARKETING SERVICES**

## Statement of Objective

The objective of this Invitation to Negotiate (ITN) is to enable Florida State University (FSU) to enter into a contract with a Respondent to provide supplemental digital marketing services for the College of Business (COB).

## Background

The Florida State University College of Business offers a graduate education that provides a solid return on the student’s investment.

Master’s Degrees

Our master’s degrees provide internationally acclaimed career development carried out with individual attention, including, but not limited to:

* Lectures infused with the latest research findings on best business practices. These FSU courses are taught by full-time faculty members, many with industry experience.
* Degree delivery options that offer flexibility for students to work at their own pace. Students can complete their degree two classes at a time while working full time. Or students can choose to jump-start your future earnings potential by completing a master’s degree at an accelerated pace.
* Collaborative classroom environments – on campus or online – that foster critical thinking, teamwork and turning challenges into profitable solutions.
* Opportunities to add even more value to a chosen degree with a major, concentration or specialization in an expertise FSU knows companies are demanding.

Among the college’s graduate offerings, the ONLINE PROGRAMS are the most highly ranked, excelling among public programs nationwide as evidenced by the following standings from *U.S. News and World Report*’s 2025 rankings lists:

* No. 6 – Online Graduate Programs for Veterans
* No. 6 – Master of Business Administration (MBA) Real Estate Specialty
* No. 8 – Online MBA Marketing Specialty
* No. 8 – Online Master of Science in Management Information Systems
* No. 8 – Online Master of Science in Risk Management and Insurance
* No. 13 – Online MBA for Veterans
* No. 16 – Online MBA

PH.D. Program

Known for its collegial atmosphere, Florida State University holds the highest designation as a Carnegie Research Institution. The College of Business educates doctoral students who rigorously explore and generate new knowledge in one of seven distinct business discipline fields. They receive mentorship and instruction from internationally acclaimed faculty members who rank among the Top 10 public business schools for their research productivity and relevance.

As early as year one, FSU’s doctoral business students begin forming research relationships with faculty members that provide a strong foundation for their academic careers. Small-class seminars foster discussions and idea exchanges with professors. Ph.D. students learn to emulate our faculty’s disciplined balance of scholarship and instruction, and graduates are prepared to secure career placements at leading educational institutions, as well as select research positions in industry and government.

The college has defined five primary benefits for pursuing a business Ph.D.:

1. CHALLENGE: Open to all academic backgrounds, a business Ph.D. provides an opportunity to rigorously explore and generate new knowledge alongside our internationally acclaimed faculty.
2. OPPORTUNITY: Choose from a wide selection of majors to study – accounting, finance, marketing, management information systems, organizational behavior and human resources, risk management and insurance, or strategy.
3. PAY: Salaries are competitive; business professors are among the top 10% of American earners.
4. FLEXIBILITY: Professors handle teaching, research and service duties. The job typically provides a high level of autonomy. You decide how to manage your day and what to research. This freedom leads to a better work-life balance than many careers.
5. IMPACT: Not only will you make your mark through the creation of new knowledge, you also will teach these best practices to your students. Educating the next generation of business leaders is rewarding work that ultimately shapes operations and organizations worldwide.

Additional information about the College of Business graduate program can be accessed via graduatebusiness.fsu.edu .

## Initial and Renewal Term(s)

The initial contract term is anticipated to be five years. Florida State University reserves the option to renew this contract for one additional four-year term. All renewals are subject to satisfactory performance evaluations by FSU and must be executed in writing and agreed to by both parties. All terms and conditions of the original agreement will remain in force for the renewal period(s).

## Coverage and Participation

The intended coverage of this ITN and any formal contract resulting from this solicitation is described in the ITN and if a Contract is ongoing, other locations and Departments at FSU may also use the awarded Respondent(s) and receive the same pricing.

With the consent and agreement of the awarded Bidder(s), other state universities, community colleges, district school boards, other educational institutions, and other governmental agencies, may use the Contract resulting from this solicitation issued and administered by FSU. This statement is not applicable to purchase orders issued from this ITN.

FSU reserves the right to add and/or remove goods and services that are similar to the scope of work, throughout the life of the Contract. Any additions and deletions must receive prior approval in writing from FSU Procurement Services.

## Procurement Officer

The Procurement Officer is the sole point of contact for this ITN. Respondents to this ITN

or persons acting on their behalf shall not contact any employee or officer of FSU, Board of Trustees, or a University Direct Support Organization concerning any aspect of this ITN, except in writing to the Procurement Officer or Chief Procurement Officer or as provided in this ITN document, from the date of release of this ITN through the end of the 72-hour period following FSU’s posting of the notice of intent to award, in accordance with Board of Governors (BOG) Regulation 18.002. Violation of this provision may be grounds for rejecting a response.

The contact information for the Procurement Officer is:

Natalie Mize

Sr. Strategic Category Manager

Procurement Services

282 Champions Way, Ste. A1400

Tallahassee, FL 32306-2370

Phone: 850-644-3437

Email: [nmize@fsu.edu](mailto:nmize@fsu.edu)

## Timeline of Events

|  |  |  |
| --- | --- | --- |
| **Event** | **Time (ET)** | **Date** |
| FSU Issues ITN |  | October 1, 2025 |
| Deadline to submit questions in the Q&A Board | 5:00 PM | October 8, 2025 |
| Anticipated date of posting answers in the Q&A Board | 5:00 PM | October 15, 2025 |
| Deadline to submit Proposal and all required documents | 3:00 PM | November 5, 2025 |
| Anticipated date FSU posts intent to award |  | TBD |
|  |  |  |

Unless otherwise revised by a subsequent addendum to this ITN, the dates and times by which stated actions should be taken or completed are listed above. If FSU determines, in its sole discretion, that it is necessary to change any of these dates and times, it will issue an Addendum to the ITN. All times listed are Eastern Time (ET). It is the Respondent’s responsibility to check [FSU’s Public Procurement Portal](https://bids.sciquest.com/apps/Router/PublicEvent?CustomerOrg=FSU) for any updates or addenda to this ITN.

## Question(s) Submission

Please use the Question & Answer Board within the ITN event located in [FSU’s Public Procurement Portal](https://bids.sciquest.com/apps/Router/PublicEvent?CustomerOrg=FSU) to ask questions related to the ITN. Please see the Timeline of Events for the deadline to submit questions. At all times it shall remain the responsibility of the Respondent to check the ITN for any addenda and the Question-and-Answer Board.

Only those communications that are in writing from Procurement Services shall be considered as a duly authorized expression on behalf of FSU. Respondents may not consider any verbal instructions as an official expression on FSU’s behalf. **QUESTIONS DIRECTED TO, OR ANY PROPOSALS RECEIVED FROM ANY OTHER DEPARTMENT, PERSON, AGENT, OR REPRESENTATIVE OF FSU WILL NOT BE CONSIDERED VALID OR BINDING**. Also, FSU will recognize only communications from Respondents that either signed and in writing or submitted directly within FSU’s Public Procurement Portal as duly authorized expressions on behalf of the Respondent.

## Scope of Work

The purpose of this ITN is to contract with a Respondent to provide supplemental digital marketing services for the College of Business.

At a minimum, FSU requires the latest emerging marketing technology, platforms and tools with data-driven strategies related to the following:

1. **ADVERTISING SERVICES**, including, but not limited to:
   * Search engine marketing (SEM) of the college’s programs, primarily online degrees
   * A LinkedIn campaign promoting the college’s Ph.D. program with majors.
   * Supplemental promotions, as needed on various social media platforms, including but not limited to: Meta (Facebook + Instagram).
2. **WEB-RELATED SERVICES**, if and as needed, including, but not limited to:
   * Web design assistance (Knowledge of Drupal and WordPress desired)
   * Brand strategy
   * Content creation
   * Other digital support
3. **ESTIMATED ANNUAL ADVERTISING BUDGETS**
   * **< $35,000 estimate** – promotion of the college’s online Master of Business Administration (MBA), which should include, but not be limited to, promotion of a new major in Alternative Investments and Finance

*Degree website:* ***mba.fsu.edu***

* + **< $30,000 estimate** – promotion of the college’s online Master of Science in Management Information Systems (MS-MIS)

*Degree website:* ***business.fsu.edu/MS-MIS***

* + **< $14,000 estimate** – promotion of the college’s online Master of Science in Risk Management and Insurance (MS-RMI)

*Degree website:* ***business.fsu.edu/MS-RMI***

* + **< $20,000 estimate** – promotion of the college’s Ph.D. in Business Administration with seven majors: Accounting, Finance, Management Information Systems, Marketing, Organizational Behavior and Human Resources, Risk Management and Insurance, Strategy

*Degree website:* ***business.fsu.edu/PhD***

* + **Unknown estimate –** promotion of any of the college’s newest programs, such as executive education offerings, still in development but with expected start dates within the 2025-2026 fiscal year.

1. **GOALS OF THE ADVERTISING SERVICES**

The primary goal of all advertising will be to drive high-quality prospective students to the individual program’s web page or tailored landing page hosted on the college’s website to learn more about the program and fill out that page’s inquiry form. Secondary is to build each program’s search engine standing, especially beyond Florida.

Expanding on the stated goals, advertising services should provide, but not be limited to, the following results:

1. Increasing inquiries into promoted programs that eventually lead to more applications and thus enrollment increases as well
2. Communicating the programs’ stellar academic reputation and career outcomes
3. Maintaining and improving recruitment of top talent from various industries and demographic backgrounds
4. Creating and developing new pipelines and marketing channels that will generate future high-quality applications to all promoted programs, including the college’s newest graduate offering: an online MBA with a major in Alternative Investments and Finance

Any new advertising strategy should build upon previous vendor outcomes and complement FSU’s existing comprehensive digital marketing initiatives, which include organic and paid social media campaigns and email marketing efforts.

1. **REPORTING**

Monthly review and reporting of advertising performance and services carried out to manage and optimize the advertising performance. Please provide a summary of available data and ad hoc reports.

1. **OTHER**
   * The COB is seeking a respondent that can invoice for both services and advertising costs.

## Initial and Renewal Term Pricing

The Proposal shall include:

* + 1. The Respondent shall provide a monthly fixed services price for the initial and renewal contract term in addition to the estimated $99,000.00 in annual advertising spend.

**Note: Upon submission, Proposals will show as zero dollars ($0.00) from the Respondent’s view. All Respondents answers and attachments will be used by FSU when evaluating the initial and renewal term pricing provided by the Respondent.**

## Value Added Functions, Features and Services:

FSU will consider proposals for value added features that may improve the performance, efficiency, and functionality of the overall project.

1.10.1 A menu of digital and web-related services and costs; these services may or may not be tied to graduate programs.

## PROPOSAL

The data-driven proposal shall:

1. Respond to section **1.8 Scope of Work, 1.9 Initial and Renewal Term Pricing and 1.10 Value Added Functions, Features and Services**
2. Provide references and examples of successful campaigns, including for Colleges of Business, if available.
3. Define your process forcreative review and campaign approvals.
4. Define your process for monthly review and report of advertising performance and services carried out to manage and optimize that performance.
5. Define a strategy for a concentrated effort to reach working professional prospects other than FSU College of Business alumni and current undergraduates attending Florida universities for our online programs (The college already has well-established FSU alumni and undergraduate pipelines).
6. Define a separate strategy for each program promoted or how that strategy will be quickly developed and fine-tuned over the contracted fiscal year.
7. Demonstrate an understanding of the search engine market and competitive landscape related to marketing the Ph.D. in Business Administration program, online business master’s degrees in general and FSU’s online degree offerings specifically.
8. Define a strategy for increasing web traffic and form conversions from high-quality prospects. A strategy should use search engine marketing (SEM) for all programs promoted and at minimum, incorporate LinkedIn advertising for the Ph.D. Business Administration program specifically.

## Evaluation Criteria

The submitted proposal will be evaluated on the following evaluation criteria:

1. Proven Experience, Qualifications and Results
2. Overall Responsiveness of Proposal to Satisfy Specifications of ITN
3. Overall Initial and Renewal Term Pricing
4. Value Added Functions, Feature and Services

## Proposal Submission Instructions

Proposals shall be submitted exactly as outlined, and the required information shall be provided in the section under which it was requested by FSU. Respondents may not combine or reorganize the headings and/or requests for information or indicate that the information will be included in another section. Proposals shall not refer FSU to any location outside the requested sections noted within the required format below (i.e. External website).

Note: If Proposals deviates from these instructions, such Proposal may, at FSU’s sole discretion, be rejected.

1. **Upload Instructions**

FSU utilizes an online electronic sourcing portal for accepting Proposals electronically. FSU does not accept hard copy submissions or submissions through any other medium other than through [FSU’s Public Procurement Portal](https://bids.sciquest.com/apps/Router/PublicEvent?CustomerOrg=FSU).

The Proposal and all supporting attachments must be uploaded prior to the closing date and time as indicated in the Timeline of Events. FSU strongly recommends that companies have sufficient time and **at least ONE (1) hour** before closing date and time to begin the uploading process and to finalize the submission.

* Each Proposal and requested information is instantly sealed (no one from FSU can review) and will only be visible after the closing date and time. Respondent may edit the response as needed until the closing date and time.
* Respondents may elect to utilize the import/export feature to export questions into Excel in order to work on responses offline and import into the system upon completion.
* Please keep in mind that when answering questions in the provided text box within the system, (if applicable) there is a limit to the number of characters that can be used in the response. The dynamic character limit counter at the bottom of each text box will display the remaining characters available.
* Uploading large documents may take significant time, depending on the size of the file(s) and the internet connection speed. The maximum upload file size is 50 MB.
* Please do not embed any documents within the uploaded files, as they will not be accessible or evaluated.
* Information submitted that is not requested by FSU may be considered to be supplemental and not subject to evaluation.
* **All sourcing event-related communications between Respondents and FSU is managed and tracked through a Question-and-Answer Board within the ITN event on the FSU’s Public Procurement Portal. Any issues related to logging in or technical issues, including attachments, questions can be submitted to the third-party software host, Jaggaer via a Support Form:**

[**https://go.jaggaer.com/SupplierSupportRequest.html**](https://go.jaggaer.com/SupplierSupportRequest.html) **or via (800) 233-1121, option**

**2 then option 2.**