

Marketing Planner

Program/Department Business /CIS Date F/S/M 2016-17
 Administrator/Department Chair Dr. P. Thananjeyan
 Project Fall/Spring 2016-17 Marketing Plan

Objectives	Action Plan	Person/Group Responsible	Cost/Time/Supplies Needed	Completion Date
BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	1. Schedule presentations, integrated with outreach activities, throughout the year in Berkeley City College business classes, business groups, high schools, and international students.	Dr. P. Thananjeyan, Outreach Staff, PIO	1.30 hours.	Presentation dates to be scheduled throughout Fall, Spring, Summer 2016-17
	<ul style="list-style-type: none"> • Respond to prospective student phone queries and contact business require continuing professional education. 	" " " "	20-30 hrs.	Ongoing

Berkeley City College (510) 981-2852

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BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	3. Review, create brochures, handouts, as necessary. • Rewrite, edit, update and produce brochures and 250 program handouts for Business/CIS majors.	Dr. P. Thananjeyan, PIO	3 hrs./ semester \$500/bulk postage	Summer and Fall 2016; Spring 2017
	4. Compose and distribute Business/CIS press releases and PSAs for fall and spring semesters.	PIO	2 hrs.	Summer, Late Fall (as Required)
	5. Annually evaluate Mktg. Plan with Business/CIS Department Chair.	Dr. P. Thananjeyan, PIO	2 hrs.	January-February

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BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	6. Organize, schedule and conduct 2 focus group sessions in year of Business/CIS program review.	Dr. P. Thananjeyan, PIO	12 hrs.	Year of Curriculum Committee program review.
	7. Produce programs which highlight business program in peralta.TV spots and public affairs segments immediately after program review takes place.	Dr. P. Thananjeyan, PIO, peralta.TV	15 hrs.	Year of Curriculum Committee program review.
	8. Increase e-marketing/media channels for Business/CIS programs.	Dr. P. Thananjeyan, Faculty, Students	20 hrs.	Fall/Spring 2016-17
	9. Annually update and maintain Business/CIS Web pages on Berkeley City College Web site.	Dr. P. Thananjeyan, College Web Master	12 hrs.	August 2016

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