

## Marketing Planner

Program/Department \_\_\_\_\_ Education Programs \_\_\_\_\_ Date \_\_\_\_\_ F/S/M 2016-17 \_\_\_\_\_  
 Administrator/Department Chair \_\_\_\_\_ Dept. Chair \_\_\_\_\_  
 Project \_\_\_\_\_ Fall/Spring/Summer 2016-17 Elementary Teacher Education Plan \_\_\_\_\_

Objective	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 Information Sessions for Prospective New Education, First Year Experience majors.	Dept. Chair, PIO	25 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2016-17
	• Contact prospective inquiries and returning Education majors.	" " " "	20-30 hrs.	Ongoing
	2. Arrange Education information to be distributed to schools and community organizations.	Education Dept. Chair, BCC Outreach	\$300 for Paper; \$500/bulk postage	June, October

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Administrator/Department Chair \_\_\_\_\_ Dr. L. Kane \_\_\_\_\_

Project \_\_\_\_\_ Fall/Spring/Summer 2016-17 Education Program Plan \_\_\_\_\_

Objective	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, 14, 16, 19, 22	3. Annually update handouts.	Dept. Chair, PIO	3 hrs./semester	Summer/Fall 2016
	• Edit, and produce 500 program handouts each semester.	Dept. Chair, PIO	20 hrs.	Summer/Fall 2016
	4. Annually evaluate Mktg. Plan with Education program coordinator.	Dept. Chair	2 hrs.	January-February
	5. Organize, schedule and conduct 2 focus group sessions in year of Elementary Education major review.	Dept. Chair, PIO	12 hrs	Year of Curriculum Committee program review.

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BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	6. Organize production of PSAs, TV programs which highlight Education major in peralta.TV spots and public affairs segments.	PIO, Dept. Chair, peralta.TV	20 hrs.	Year of Curriculum Committee program review.
	7. Increase e-marketing/media channels for Education majors.	PIO, Dept. Chair, Faculty, Students	25-30 hrs.	Fall/Spring 2016-17
	8. Update and maintain Education major Web page on Berkeley City College Web site.	Dept. Chair, Faculty, College Web Master	12 hrs.	August

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