

## Marketing Planner

Program/Department Global Studies Date          F/S/M 2016-17         

Administrator/Department Chair Dr. Charlotte Lee

Project Fall/Spring/Summer 2016-17 Global Studies Mktg. 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 to prospective Global Studies students in fall and spring.	Dr. C. Lee, Counselors, Outreach Staff	20 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2016-17
	<ul style="list-style-type: none"> <li>• Contact prospective inquiries and returning Global Studies students.</li> </ul>	OI, Dr. C. Lee, Outreach Staff, Student Workers	20-30 hrs.	Ongoing
	<ul style="list-style-type: none"> <li>• Hold Global Studies orientation for BCC students.</li> </ul>	Dr. C. Lee	15 hrs.	Fall/Spring 2016-17
	2. Arrange Global Studies information to be mailed to target organizations, people.	Dr. C. Lee	\$750 for Paper, Distribution	June, November

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BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 14, 16, 19, 22	3. Review handouts, as necessary.	Dr. C. Lee	3 hrs./semester	Summer/Fall 2016
	• Rewrite, edit, update and produce handouts, brochures each semester.	PIO	20 hrs.	Summer/Fall 2016
	4. Compose and distribute Global Studies press releases and PSAs for fall and spring semesters.	PIO	2 hrs.	Ongoing
	5. Annually evaluate Mktg. Plan with Global Studies Chair.	Dr. C. Lee, PIO	2 hrs.	Summer/Late Fall

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	7. Produce programs which highlight Global Studies program in peralta.TV spots and public affairs segments immediately after program review takes place.	Dr. C. Lee, PIO, peralta.TV	12 hrs.	Year of Curriculum Committee program review.
	8. Increase e-marketing/media channels for Global Studies programs.	Dr. C. Lee, PIO, faculty, students	30 hrs.	Fall/Spring 2016-17
	9. Annually maintain, update Global Studies Web page on Berkeley City College Web site.	Dr. C. Lee, College Web Master	12 hrs.	August

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BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	10. Connect with high school students, parents via letter.	Dr. C. Lee, PIO	20 hrs. \$120 for postage.	Spring 2017
	11. Obtain International Student mailing list from PCCD Office of International Education.	Dr. C. Lee	15 hrs.	Fall/Spring 2016-17
	12. Organize a College Day at which Global Studies is featured.	Dr. C. Lee	50-120 hrs.	Fall 2016 or Spring 2017

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