

Marketing Planner

Program/Department Psychology-AA-T Date F/S/M 2016-17
 Administrator/Department Chair K. Kocel
 Project Fall/Spring/Summer 2016-17 Psychology 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 Psychology, First Year Experience majors. | K. Kocel, Counselors | 25 hrs. | Dates to be scheduled throughout Fall, Spring, Summer 2016-17 |
| | • Contact prospective inquiries and returning Psychology majors. | " " " " | 20-30 hrs. | Ongoing |
| | 2. Arrange Psychology information to be distributed to Psychology and community organizations. | K. Kocel, BCC Outreach | \$300 for Paper | June, October |

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| BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22 | 3. Annually update handouts. | K. Kocel, PIO | 3 hrs./semester | Summer/Fall 2016 |
| | • Edit, and produce 500 program handouts each semester. | K. Kocel, PIO | 20 hrs. | Summer/Fall 2016 |
| | 4. Annually evaluate Mktg. Plan with Psychology program coordinator. | K. Kocel | 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 | 5. Organize, schedule and conduct 2 focus group sessions in year of Psychology major review. | K. Kocel, PIO | 12 hrs | Year of Curriculum Committee program review. |
| | 6. Organize production of PSAs, TV programs which highlight Psychology major in peralta.TV spots and public affairs segments. | PIO, K. Kocel, peralta.TV | 20 hrs. | Year of Curriculum Committee program review. |
| | 7. Increase e-marketing/media channels for Psychology major. | K. Kocel, Faculty, Students | 25-30 hrs. | Fall/Spring 2016-17 |
| | 8. Update and maintain Psychology Web page on Berkeley City College Web site. | College Web Technician | 12 hrs. | August |

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