

Marketing Planner

Program/Department Sociology-AA-T Date F/S/M 2016-17
 Administrator/Department Chair Dept. Chair
 Project Fall/Spring/Summer 2016-17 Sociology 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 Sociology, First Year Experience majors.	Dept. Chair, PIO	25 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2016-17
	• Contact prospective inquiries and returning Sociology majors.	" " " "	20-30 hrs.	Ongoing
	2. Arrange Sociology information to be distributed to Sociology and community organizations.	Sociology Dept. Chair, BCC Outreach	\$300 for Paper; \$500/bulk postage	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.	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 Sociology program coordinator.	Dept. Chair	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 Sociology major review.	Dept. Chair, PIO	12 hrs	Year of Curriculum Committee program review.
	6. Organize production of PSAs, TV programs which highlight Sociology 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 Sociology major.	Dept. Chair, Faculty, Students, PIO	25-30 hrs.	Fall/Spring 2016-17
	8. Update and maintain Sociology Web page on Berkeley City College Web site.	Dept. Chair, Faculty, College Web Technician President	12 hrs.	August

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