Marketing Planner

Program/DepartmentArts & Cultural StudiesDateF/S/M 2015-16 Administrator/Department ChairJ. Braman. L. Ruberto ProjectFall/Spring 2015-16 Art & Cultural Studies Mktg. Plan							
Objective	Action Plan	Person/Group Responsible	Cost/Time/ Supplies Needed	Completion Date			
BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	 Where appropriate promote classes in Art/Cultural Studies program. Respond to prospective student phone, e-mail inquiries 	J. Braman, L. Ruberto, Dept. Faculty J. Braman, L. Ruberto, Dept. Faculty	30 hours. 20-30 hrs.	Presentation dates to be scheduled throughout Fall, Spring, Summer 2015-16. Ongoing			
	• Distribute Art program information to target populations; enlist students/faculty to assist.	J. Braman, L. Ruberto, Dept. Faculty	\$400 for Paper and Supplies	October, June			

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Program/DepartmentArt & Cultural Studies DateF/S/M 2015-16Administrator/Department Chair Div. Dean, J. Braman, L. Ruberto							
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BCC 2015-16 Strategic Marketing	3. Review brochure, handouts,	J. Braman, L.	3 hrs./	Summer and Fall			
Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	as necessary.	Ruberto	semester	2014.			
	• Rewrite, edit, update and produce 250 handouts each semester.	PIO	12 hours	Summer 2015			
	4. Compose and distribute Art & Cultral Studies Program press releases and PSAs for fall and spring semesters.	PIO	2 hrs.	Summer, Late Fall (dates to be scheduled)			
	5. Annually evaluate Mktg. plan with Art/Cultural Studies Dept. Chairs	J. Braman, L. Ruberto, PIO	2 hrs.	January-February			

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BCC 2015-16 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 Art program review.	J. Braman, L. Ruberto, PIO	12 hrs.	Year of Curriculum Committee program review.			
	7. Produce programs which highlight Arts and Cultural Studies program in peralta.TV spots and public affairs segments immediately after program review takes place.	J. Braman, L. Ruberto, PIO, peralta.TV	12 hrs.	Year of Curriculum Committee program review.			
	8. Increase e-marketing/media channels for Art & Cultural Studies programs.	J. Braman, L. Ruberto, Dept. Faculty, Students, PIO	20 hrs.	Fall/Spring 2015-16			
	9. Annually update and maintain Art & Cultural Studies college Web site.	Dept. Chairs, College Web Master	12 hrs.	August			

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