

Marketing Planner

Program/Department Biotechnology Date F/S/M 2015-16
 Administrator/Department Chair Dr. Barbara Des Rochers
 Project Fall/Spring 2015-16 Biotechnology Plan

Objectives	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	1. Integrate biotech, science program & activities with outreach presentations throughout the year in Berkeley City College Biotechnology classes, Biotechnology groups, high schools, international students.	B. Des Rochers, Outreach Staff, students, faculty.	1.30 hours.	Presentation dates to be scheduled throughout Fall, Spring, Summer 2015-16
	<ul style="list-style-type: none"> • Respond to prospective student phone queries and contact Biotechnology employees who require continuing professional education. 	" " " "	20-30 hrs.	Ongoing
	2. Arrange for distribution of target populations each semester.	B. Des Rochers, PIO	\$350 for Paper (FY 2015-2016) \$450 annual postage.	June 1, Oct. 15

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	3. Review brochure, handouts, as necessary.	B. Des Rochers, PIO	3 hrs./semester	Summer and Fall 2015.
	<ul style="list-style-type: none"> • Rewrite, edit, update and produce brochures and program handouts for Biotechnology. • Update Biotechnology database once each year. 	Biotech Dept., College PI Office		Summer and Fall 2015; Spring 2016
	4. Compose and distribute Biotechnology press releases and PSAs for fall and spring semesters.	B. Des Rochers, PIO	1 hr./mo.	April
	5. Annually evaluate Mktg. Plan with Biotechnology Department Chair	“ “ “	2 hrs.	Summer, Late Fall (as required)
			2 hrs.	January-February

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	7. Produce programs which highlight Biotechnology program in peralta.TV spots and public affairs segments immediately after program review takes place.	B. Des Rochers, PIO, peralta.TV	15 hrs.	Year of Curriculum Committee program review.
	8. Increase e-marketing/media channels for Biotechnology program.	B. Des Rochers, Web Master, PIO	20 hrs.	Fall/Spring 2015-16
	9. Annually revise and update Biotechnology Web page on Berkeley City College Web site.	Dept. Chair, Faculty, College Web Technician	12 hrs.	Fall/Spring 2015-16

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