

## Marketing Planner

Program/Dept. \_\_\_\_\_ Communication Studies AA-T \_\_\_\_\_ Date \_\_\_\_\_ F/S/M 2015-16 \_\_\_\_\_  
 Administrator/Dept. Chair \_\_\_\_\_ L. Ruberto \_\_\_\_\_  
 Project \_\_\_\_\_ Fall/Spring 2015-16 Communication 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	1. Where appropriate promote classes in Communication Studies AA-T and other relevant classes.	L. Ruberto, Faculty	30 hours.	Presentation dates to be scheduled throughout Fall, Spring, Summer 2015-16.
	2. Respond to prospective student phone queries and contact institutions, businesses which require their employees to have Communication Studies AA-T background.	L. Ruberto, Faculty	20-30 hrs.	Ongoing
	<ul style="list-style-type: none"> <li>• Distribute Communication Studies AA-T program information target populations; enlist Communication Studies students/faculty.</li> </ul>	L. Ruberto, Faculty	\$400 for Paper and Supplies	October, June

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 Administrator/Dept. Chair \_\_\_ L. Ruberto, \_\_\_\_\_  
 Project \_\_\_\_\_ 2015-16 Communication Studies Mktg. Plan \_\_\_\_\_

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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.	L. Ruberto	3 hrs./ semester	Summer and Fall 2015
	• Rewrite, edit, update and produce 500 handouts each semester.	PIO	12 hours	Summer 2015
	4. Compose and distribute Communication Studies AA-T 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 Communication Studies AA-T Dept. Chair	L. Ruberto, Div. Dean, PIO	2 hrs.	January-February

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Program/Department Communication Studies AA-T Date                      F/S/M 2015-16                       
 Administrator/Department Chair L. Ruberto  
 Project                      Fall/Spring/Summer 2015-16 Plan                     

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

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