

Marketing Planner

Program/Department Global Studies Date F/S/M 2015-16

Administrator/Department Chair Joan Berezin

Project Fall/Spring/Summer 2015-16 Global Studies Mktg. 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. Schedule presentations to prospective Global Studies students in fall and spring.	J. Berezin, Counselors, Outreach Staff	20 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2015-16
	• Contact prospective inquiries and returning Global Studies students.	OI, J. Berezin, Outreach Staff, Student Workers	20-30 hrs.	Ongoing
	• Hold Global Studies orientation for BCC students.	J. Berezin	15 hrs.	Fall/Spring 2015-16
	2. Arrange Global Studies information to be mailed to target organizations, people.	J. Berezin	\$750 for Paper, Distribution	June, November

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 14, 16, 19, 22	3. Review handouts, as necessary. • Rewrite, edit, update and produce handouts, brochures each semester.	J. Berezin	3 hrs./semester	Summer/Fall 2015
		PIO	20 hrs.	Summer/Fall 2015
	4. Compose and distribute Global Studies press releases and PSAs for fall and spring semesters.	PIO	2 hrs.	Ongoing
	5. Annually evaluate Mktg. Plan with Global Studies Chair.	J. Berezin, PIO	2 hrs.	Summer/Late Fall

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	7. Produce programs which highlight Global Studies program in peralta.TV spots and public affairs segments immediately after program review takes place.	J. Berezin, PIO, peralta.TV	12 hrs.	Year of Curriculum Committee program review.
	8. Increase e-marketing/media channels for Global Studies programs.	J. Berezin, PIO, faculty, students	30 hrs.	Fall/Spring 2015-16
	9. Annually maintain, update Global Studies Web page on Berkeley City College Web site.	J. Berezin, College Web Master	12 hrs.	August

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	10. Connect with high school students, parents via letter.	J. Berezin, PIO	20 hrs. \$120 for postage.	Spring 2015
	11. Obtain International Student mailing list from PCCD Office of International Education.	J. Berezin	15 hrs.	Fall/Spring 2015-16
	12. Organize a College Day at which Global Studies is featured.	J. Berezin	50-120 hrs.	Fall 2015 or Spring 2016

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