

Marketing Planner

Program/Department History-AA-T Date F/S/M 2015-16

Administrator/Department Chair Dept. Chair

Project Fall/Spring/Summer 2015-16 History 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. Schedule Information Sessions for Prospective New History-AA-T, First Year Experience majors.	Dept. Chair, PIO	25 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2015-16
	• Contact prospective inquiries and returning History majors.	" " " "	20-30 hrs.	Ongoing
	2. Arrange History-AA-T information to be distributed to target groups.	History Dept. Chair, BCC Outreach	\$300 for Paper	June, October

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BCC 2015-16 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 2015
	• Edit, and produce program handouts each semester.	Dept. Chair, PIO	20 hrs.	Summer/Fall 2015
	4. Annually evaluate Mktg. Plan with History program coordinator.	Dept. Chair	2 hrs.	January-February
	5. Organize, schedule and conduct 2 focus group sessions in year of History major review.	Dept. Chair, PIO	12 hrs.	Year of Curriculum Committee program review.

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	6. Organize production of PSAs, TV programs which highlight History 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 History major.	Dept. Chair, Faculty, Students, PIO	25-30 hrs.	Fall/Spring 2015-16
	8. Update and maintain History Web page on Berkeley City College Web site.	Dept. Chair, Faculty, College Web Master	12 hrs.	August

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