

Marketing Planner

Program/Department Liberal Arts Programs, _____
 IGETC, CSU Transfer Curriculum _____ Date: F/S/M 2015-16 _____
 Administrator/Department Chair _____ Dept. Chair _____
 Project Fall/Spring/Summer 2015-16 Liberal Arts 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 students in fall and spring, integrate with outreach activities.	Dept. Chair, Counselors, Project Access, Outreach teams	20 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2015-16
	<ul style="list-style-type: none"> • Contact prospective inquiries and returning students. 	OI, Dept. Chair, Outreach Teams, Student Workers	20-30 hrs.	Ongoing
	2. Arrange information to be mailed to target organizations.	Dept. Chair	\$300 for Paper, Distribution	June, November

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	3. Review handouts, as necessary. • Rewrite, edit, update and produce informational handouts each semester.	Dept. Chair	3 hrs./semester	Summer/Fall 2015
		PIO	20 hrs.	Summer/Fall 2015
	4. Compose and distribute Liberal Arts-related press releases and PSAs for fall and spring semesters.	PIO	2 hrs.	Summer/Late Fall
	5. Annually evaluate Mktg. Plan with Department Chair.	Dept. Chair, PIO	2 hrs.	January-February

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 Administrator/Department Chair _____ Dean, Dept. Chair _____
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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 program review.	Dept. Chair, PIO	12 hours	Year of Curriculum Committee program review.
	7. Produce programs which highlight program in peralta.TV spots and public affairs segments.	Dept. Chair, PIO, peralta.TV	12 hrs.	Year of Curriculum Committee program review.
	8. Increase e-marketing/media channels for programs.	Dept. Chair, faculty, students, PIO	30 hrs.	Fall 2015/Spring 2016
	9. Annually maintain, update Program Web page on Berkeley City College Web site.	Dept. Chair, Faculty, college Web Master	12 hrs.	August

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