Marketing Planner

Program/Department ____Multimedia Arts_____ Date_____F/S/M 2015-16_____
Administrator/Department Chair __ Div. Dean, MMArts Dept. Chair _____
Project _____Fall/Spring 2015-16 Multimedia Arts 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 presentations, as necessary, throughout the year in Berkeley City College Multimedia Arts classes, Multimedia Arts-related professional associations, high schools, and international students, integrate with outreach efforts.	MMArts Dept. Chair, Outreach Team	2 hours.	Outreach presentation dates to be scheduled throughout Fall, Spring, Summer 2015-16
	• Respond to prospective student phone queries and contact Multimedia requires continuing professional education.	" " " "	20-30 hrs.	Ongoing

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

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BCC 2015-16 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	5. Organize, schedule and conduct focus group sessions in year of Multimedia Arts program review.	MMArts Dept. Chair, Div. Dean, PIO	12 hrs.	Year of Curriculum Committee program review.
	6. Produce programs which highlight Multimedia Arts program in peralta.TV spots and public affairs segments.	MMArts Dept. Chair, PIO, peralta.TV	15 hrs.	Year of Curriculum Committee program review.
	7. Increase e-marketing/media channels for Multimedia Arts programs.	MMArts Dept. Chair, Faculty, Alumni, Students, PIO	30 hrs.	Fall/Spring 2015-16
	8. Annually maintain, edit, and update Multimedia Arts Web page on Berkeley City College Web site.	MMArts Dept. Chair, Multimedia Arts Students, College Web Technician	12 hrs.	August