

Marketing Planner

Program/Dept. _____ Philosophy-AA-T _____ Date _____ F/S/M 2015-16 _____
 Administrator/Dept. Chair _____ L. Ruberto _____
 Project _____ Fall/Spring 2015-16 Philosophy AA-T 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 Philosophy 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 Philosophy background.	L. Ruberto, Faculty	20-30 hrs.	Ongoing
	<ul style="list-style-type: none"> • Distribute Philosophy program information target populations; enlist Philosophy students/faculty. 	L. Ruberto, Faculty	\$400 for Paper and Supplies	October, June

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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 Philosophy 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 Philosophy Dept. Chair	L. Ruberto, Div. Dean, 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	6. Organize, schedule and conduct 2 focus group sessions in year of Philosophy program review.	L. Ruberto, PIO	12 hrs.	Year of Curriculum Committee program review.
	7. Produce programs which highlight Philosophy 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 Philosophy Program	L. Ruberto, Faculty, Students, PIO	20 hrs.	Fall/Spring 2015-16
	9. Annually update and maintain Philosophy AA-T college Web site.	Dept. Chair, College Web Master	12 hrs.	August

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