

Marketing Planner

Program/Department Political Science AA-T Date F/S/M 2015-16
 Administrator/Department Chair _____ Dept. Chair _____
 Project Fall/Spring/Summer 2015-16 Political Science AA-T Plan

Objective	Action Plan	Person/Group Responsible	Cost/Time/Supplies Needed	Completion Date
BCC 2015-16 Strategic Marketing Plan Objectives	1. Schedule Information Sessions for Prospective New Political Science, First Year Experience majors.	Dept. Chair, Counselors, Students	25 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2015-16
	• Contact prospective inquiries and returning Political Science majors.	" " " "	20-30 hrs.	Ongoing
	2. Arrange Political Science information to be distributed to Political Science and community organizations.	Political Science 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 Political Science program coordinator.	Dept. Chair	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 2 focus group sessions in year of Political Science major review.	Dept. Chair, PIO	12 hrs	Year of Curriculum Committee program review.
	6. Organize production of PSAs, TV programs which highlight Political Science 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 Political Science AA-T major.	Dept. Chair, Faculty, Students, PIO	25-30 hrs.	Fall/Spring 2015-16
	8. Update and maintain Political Science AA-T Web page on Berkeley City College Web site.	Dept. Chair, Faculty, College Web Master President	12 hrs.	August

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