

Marketing Planner

Program/Department Anthropology-AA-T Date F/S/M 2016-17
 Administrator/Department Chair Dept. Chair
 Project Fall/Spring/Summer 2016-17 Anthropology Plan

Objective	Action Plan	Person/Group Responsible	Cost/Time/Supplies Needed	Completion Date
BCC 2016-17 Strategic Marketing Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	1. Schedule Information Sessions for Prospective New Anthropology, First Year Experience majors.	Dept. Chair, PIO	25 hrs.	Dates to be scheduled throughout Fall, Spring, Summer 2016-17
	<ul style="list-style-type: none"> • Contact prospective inquiries and returning Anthropology majors. 	" " " "	20-30 hrs.	Ongoing
	2. Arrange Anthropology information to be distributed to Anthropology and community organizations.	Anthropology Dept. Chair, BCC Outreach	\$300 for Paper; \$500/bulk postage	June, October

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BCC 2016-17 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 2016
	• Edit, and produce 500 program handouts each semester.	Dept. Chair, PIO	20 hrs.	Summer/Fall 2016
	4. Annually evaluate Mktg. Plan with Anthropology program coordinator.	Dept. Chair	2 hrs.	January-February

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BCC 2016-17 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 Anthropology major review.	Dept. Chair, PIO	12 hrs	Year of Curriculum Committee program review.
	6. Organize production of PSAs, TV programs which highlight Anthropology 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 Anthropology major.	Dept. Chair, Faculty, Students, PIO	25-30 hrs.	Fall/Spring 2016-17
	8. Update and maintain Anthropology Web page on Berkeley City College Web site.	Dept. Chair, Faculty, College Web Technician President	12 hrs.	August

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