Marketing Planner

Program/Department	Arts & Cultural Studies _	Date	F/S/M 2016-17
Administrator/Departm	ent ChairJ. Braman. L.	. Ruberto	
Project	Fall/Spring 2016-17 Art & Cult	tural Studies Mktg. 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. Where appropriate promote classes in Art/Cultural Studies program.	J. Braman, L. Ruberto, Dept. Faculty	30 hours.	Presentation dates to be scheduled throughout Fall, Spring, Summer 2016-17.
	2. Respond to prospective student phone, e-mail inquiries	J. Braman, L. Ruberto, Dept. Faculty	20-30 hrs.	Ongoing
	• Distribute Art program information to target populations; enlist students/faculty to assist.	J. Braman, L. Ruberto, Dept. Faculty	\$400 for Paper and Supplies	October, June

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Program/DepartmentArt & Cultural Studies	DateF/S/M 2016-17
Administrator/Department Chair Div. Dean, J. Braman, I	L. Ruberto
ProjectFall/Spring/Summer 2016-17 Art & Co	ultural Studies Mktg. Plan

Objective	Action Plan	Person/Group Responsible	Cost/Time/ Supplies Needed	Completion Date
BCC 2016-17 Strategic Marketing	3. Review brochure, handouts,	J. Braman, L.	3 hrs./	Summer and Fall
Plan Objectives 2, 3, 5, 8, 11, 12, 13, 16, 19, 22	as necessary.	Ruberto	semester	2014.
	• Rewrite, edit, update and produce 250 handouts each semester.	PIO	12 hours	Summer 2016
	4. Compose and distribute Art & Cultral Studies Program press releases and PSAs for fall and spring semesters.	PIO	2 hrs.	Summer, Late Fall (dates to be scheduled)
	5. Annually evaluate Mktg.	J. Braman, L.	2 hrs.	January-February
	plan with Art/Cultural Studies	Ruberto,		
	Dept. Chairs	PIO		

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Administrator/Departm	nent Chair Div. Dean	, J. Braman, L. F	Ruberto	
Project	Fall/Spring/Summer 2016-17 A	rt & Cultural Stud	dies Mktg. 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	6. Organize, schedule and conduct 2 focus group sessions in year of Art program review.	J. Braman, L. Ruberto, PIO	12 hrs.	Year of Curriculum Committee program review.
	7. Produce programs which highlight Arts and Cultural Studies program in peralta.TV spots and public affairs segments immediately after program review takes place.	J. Braman, L. Ruberto, PIO, peralta.TV	12 hrs.	Year of Curriculum Committee program review.
	8. Increase e-marketing/media channels for Art & Cultural Studies programs.	J. Braman, L. Ruberto, Dept. Faculty, Students, PIO	20 hrs.	Fall/Spring 2016-17
Porkolov City College (510) 091 2954	9. Annually update and maintain Art & Cultural Studies college Web site.	Dept. Chairs, College Web Master	12 hrs.	August

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