

Marketing Planner

Program/Department Art & Cultural Studies Date F/S/M 2016-17

Administrator/Department Chair Div. Dean, J. Braman, L. Ruberto

Project Fall/Spring/Summer 2016-17 Art & Cultural 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	3. Review brochure, handouts, as necessary.	J. Braman, L. Ruberto	3 hrs./ semester	Summer and Fall 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. plan with Art/Cultural Studies Dept. Chairs	J. Braman, L. Ruberto, PIO	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	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
	9. Annually update and maintain Art & Cultural Studies college Web site.	Dept. Chairs, College Web Master	12 hrs.	August

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