

## Marketing Planner

Program/Department Computer Information Systems/Business Date F/S/M 2016-17

Administrator/Department Chair Dr. Paramsothy Thananjeyan

Project Fall/Spring 2016-17 Marketing Plan

Objectives	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 presentations, as part of college outreach, throughout the year in Berkeley City College business classes, business groups, high schools, community groups.	P. Thananjeyan, faculty, V. Flint, Student Ambassadors,	1. 30 hours.	Presentation dates to be scheduled throughout Fall, Spring, Summer 2016-17
	<ul style="list-style-type: none"> <li>• Respond to prospective student phone queries and contact business require continuing professional education.</li> </ul>	PIO OI Staff	20-30 hrs.	Ongoing
	2. Arrange for distribution of CIS/Business brochures to target populations.	P. Thananjeyan, PIO	\$350 for Paper (FY 2016-2016)  \$450/annual 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. Review CIS/Business brochures handouts annually. • Rewrite, edit, update and produce program handouts each semester.	P. Thananjeyan PIO	20 hrs.	Summer and Fall 2016.
	4. Update CIS/Business brochures once annually.	College PI Office	3 hrs./mo.	June
	5. Compose and distribute CIS/Business press releases and PSAs for fall and spring semesters.	PIO	8 hrs.	Summer, Late Fall
	6. Annually evaluate Mktg. plan with CIS/Business Department Chair	P. Thananjeyan, 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	7. Organize, schedule and conduct 2 focus group sessions in year of CIS/Business program review.	P. Thananjeyan, PIO	12 hrs.	Year of Curriculum Committee program review.
	8. Produce programs which highlight CIS/Business programs in peralta.TV spots and public affairs segments.	P. Thananjeyan, PIO, peralta.TV	12 hrs.	Year of Curriculum Committee program review.
	9. Increase e marketing/media channels for CIS/Business programs.	P. Thananjeyan, PIO, Faculty, Students	20 hrs.	Fall /Spring 2016-17
	10. Annually update and revise CIS/Business Web pages on Berkeley City College Web site.	P. Thananjeyan, College Web Master	12 hrs.	August
	11. Meet with counselors to present new CIS/Business programs.	P. Thananjeyan	2-3 hrs.	Early Fall 2016; early spring 2017.

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