

Marketing Planner

Program/Dept. _____ Communication Studies AA-T _____ Date _____ F/S/M 2016-17 _____

Administrator/Dept. Chair _____ L. Ruberto _____

Project _____ Fall/Spring 2016-17 Communication 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 Communication Studies AA-T and other relevant classes.	L. Ruberto, Faculty	30 hours.	Presentation dates to be scheduled throughout Fall, Spring, Summer 2016-17.
	2. Respond to prospective student phone queries and contact institutions, businesses which require their employees to have Communication Studies AA-T background.	L. Ruberto, Faculty	20-30 hrs.	Ongoing
	<ul style="list-style-type: none"> • Distribute Communication Studies AA-T program information target populations; enlist Communication Studies students/faculty. 	L. Ruberto, Faculty	\$400 for Paper and Supplies	October, June

Berkeley City College (510) 981-2852

Marketing Planner

Program/Department ___ Communication Studies AA-T _____ Date ___ F/S/M 2016-17 _____
 Administrator/Dept. Chair ___ L. Ruberto, _____
 Project _____ 2016-17 Communication 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.	L. Ruberto	3 hrs./ semester	Summer and Fall 2016
	• Rewrite, edit, update and produce 500 handouts each semester.	PIO	12 hours	Summer 2016
	4. Compose and distribute Communication Studies AA-T 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 Communication Studies AA-T Dept. Chair	L. Ruberto, Div. Dean, PIO	2 hrs.	January-February

Berkeley City College (510) 981-2852

Marketing Planner

Program/Department Communication Studies AA-T Date F/S/M 2016-17
 Administrator/Department Chair L. Ruberto
 Project Fall/Spring/Summer 2016-17 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 Communication Studies AA-T program review.	L. Ruberto, PIO	12 hrs.	Year of Curriculum Committee program review.
	7. Produce programs which highlight Communication Studies AA-T program in peralta.TV spots and public affairs segments immediately after program review takes place.	L. Ruberto, PIO, peralta.TV	12 hrs.	Year of Curriculum Committee program review.
	8. Increase e-marketing/media channels for Communication Studies AA-T Program	L. Ruberto, Faculty, Students, PIO	20 hrs.	Fall/Spring 2016-17
	9. Annually update and maintain Communication Studies AA-T college Web site.	Dept. Chair, College Web Master	12 hrs.	August

