

Marketing Planner

Program/Department Liberal Arts Programs, _____ Date F/S/M 2016-17 _____

_____ IGETC, CSU Transfer Curriculum _____ Date: F/S/M 2016-17 _____

Administrator/Department Chair _____ Dept. Chair _____

Project Fall/Spring/Summer 2016-17 Liberal Arts Mktg. 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	3. Review handouts, as necessary.	Dept. Chair	3 hrs./semester	Summer/Fall 2016
	• Rewrite, edit, update and produce informational handouts each semester.	PIO	20 hrs.	Summer/Fall 2016
	4. Compose and distribute Liberal Arts-related press releases and PSAs for fall and spring semesters.	PIO	2 hrs.	Summer/Late Fall
	5. Annually evaluate Mktg. Plan with Department Chair.	Dept. Chair, PIO	2 hrs.	January-February

Berkeley City College (510) 981-2852

