IMC PLAN

MARKETING PROGRAM



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Executive Summary

The overall purpose of this report is to create an Integrated Marketing Communication plan for the Western Washington University's Marketing Program. We started with an analysis of the market of Western Washington University students and alumni. To do so we sent out a survey to both audiences and from our findings we were able to then segment this market and decided to target two main groups, current WWU marketing students and WWU marketing alumni who graduated more than 12 years ago. We were able to use our primary research as a guide to what each of these target markets need and think about the Western Marketing Program.

To conduct our IMC plan we decided to make an IMC plan for each event that the program expressed that they needed assistance with, Meet the Professionals, the Student Marketing Associations Case Competition, and Give Day. Starting with communication strategies and then working our way through an IMC roadmap.

We decided to focus our main efforts on the bottom levels of the communication triangle. This means that throughout each event we set out to created awareness and knowledge. Part of achieving these objectives is using repetitive slogans that we created for each event as well as setting media objectives of reach and frequency specific to each event.

Our main media strategy was to focus on owned and earned media for our client. This is because paid media is not necessarily financially feasible with the Marketing Programs current funds. However, we did add paid media options to consider raising funds for in the future. Our owned media focused on utilizing the social media platforms that the Marketing Program already has such as Facebook, LinkedIn, and Instagram. Also focusing on other owned media strategies like a website landing page, email, and blogs. This would mean setting up pages on the existing Marketing Concentration site for each specific event, where it could house information on the events as well as house registration. Regarding email, we wanted to utilize a tool that almost everyone has, giving examples on how to make creative emails that can be automated to the audiences to achieve our objectives.

We then transitioned to earned media, which is attention or media coverage that we gain from others. This comes in the forms of press releases through newspapers like the Western Front, social media shares, comments, and likes, and word of mouth recognition that is spread from person to person.

After these strategies, each IMC plan discussed out of home media options like banners and flyers, marketing collateral such as brochures and posters, direct marketing approaches like email and snail mail, point of purchase and sales promotions, and product positioning.

To conclude each plan, we discussed how one might measure the success of these tactics. Moreover, how one will know if the plan is working. Discussing how to measure the reach and frequency and compare it to our set objectives or conduct primary research to measure the effectiveness of our communication tactics. Lastly, we listed a budget, this incorporates every cost that the Marketing Program would incur if it were to implement every part of each plan, especially the paid tactics.

Market Analysis

Primary Research

After conducting our general secondary research of the market, we conducted our own primary research as well. We wanted to get a better idea of who the alumni were, where the disconnect was between themselves and the Marketing Department and what they would like to see more of. We also wanted to get a better idea of the alumni basic demographics as well as some basic psychographics on them. For the students we wanted to get a better idea on their feelings towards the Marketing Department and find out what was causing a lack of participation on their end.

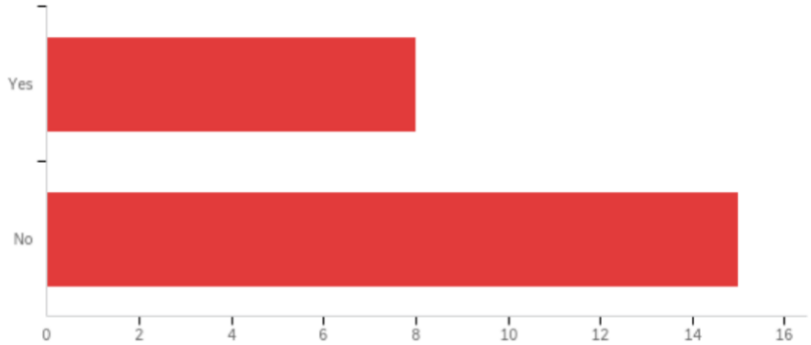
To conduct this survey, we met as a group and started a questionnaire using Qualtrics. We came up with questions to best answer our questions we had for our target market, and to get a better idea about who these people are, and how we can get more involvement between them and the Marketing Department.

Getting the survey out to marketing students and the marketing alumni was more challenging. For the students, we distributed the survey through marketing faculty professors to try and reach students new to the marketing program. We then distributed the survey out to every student in the program via email to hopefully get some more insight, doing this we were able to get 25 student respondents. For the alumni survey we also reached out to faculty to get their help in sending out the survey since we didn't have any prior connections with these alumni. After putting our best efforts in to get the survey out, we got our responses back and started analyzing the data to see where the disconnects were between the department and the students/alumni.

Here are some of the valuable insights we were able to gather from the surveys. Both surveys and their results can be found in Appendix B.

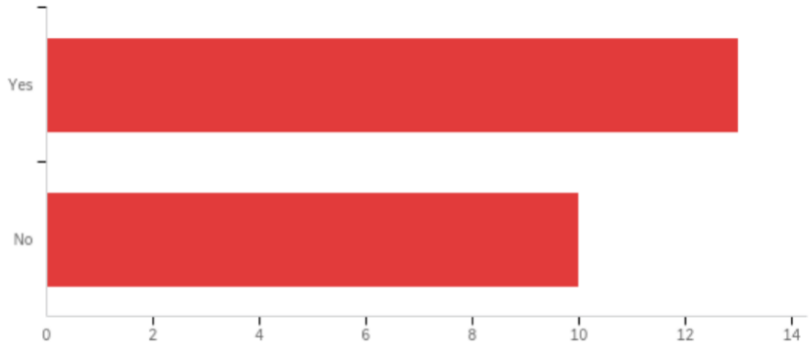
Student Survey:

Have you ever heard of the Student Marketing Association's Annual Case Competition?



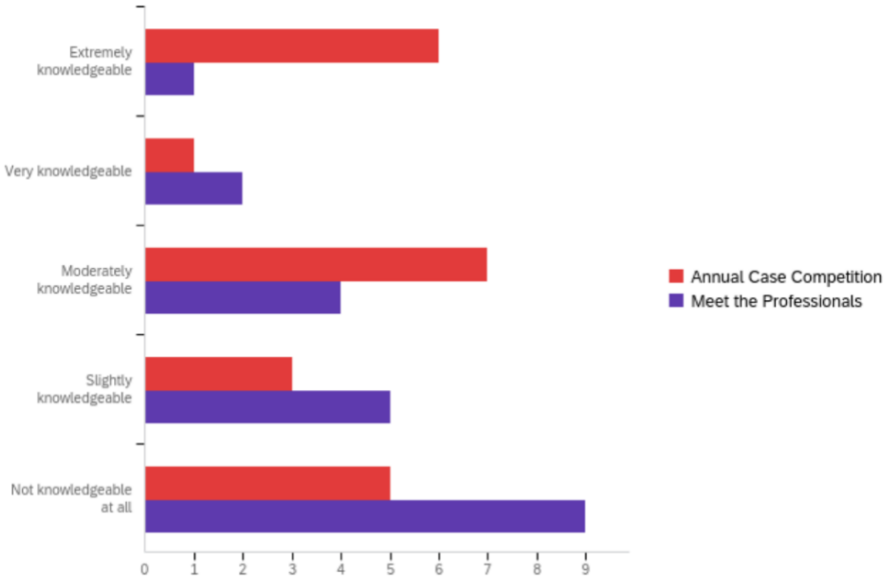
Since 23 students answered this question and 15 answered that they had never heard of the Case Competition event we can say that **65% of students in this survey were unaware of the event** prior to taking the survey. If we use this as a baseline for students who are in the marketing program, we can say that over half the students in the program are unaware of the event.

Have you ever heard of the Marketing Program's Meet the Professionals event?



Asking the same question but for the Meet the Professionals event, still with 23 respondents we found that 13 were already aware of the event. Meaning that 57% of these students knew that the Meet the Professionals event existed. This would infer that 43% said they were unaware about this event, which is a larger variance compared to their knowledge of the Case Competition where 65% said they were unaware. Overall, this is still a large amount of

How knowledgeable are you of these events: (if you have not heard of either event please select "Not knowledgeable at all")

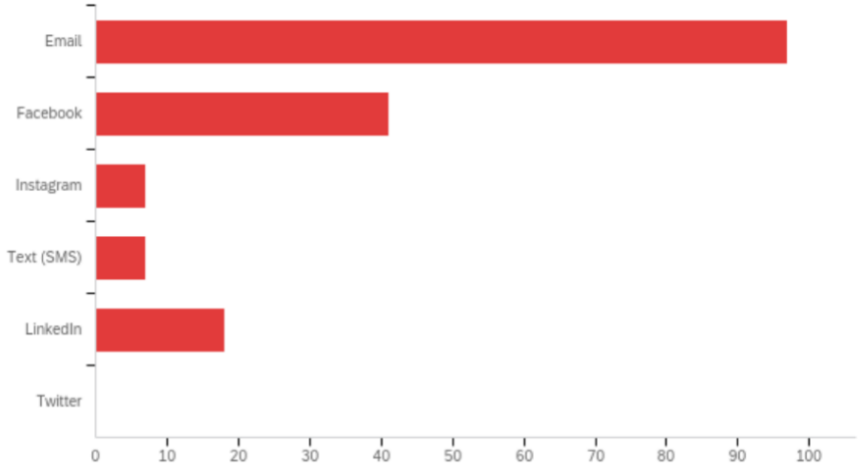


Another question we found valuable from our survey was regarding how knowledgeable students thought they were about both the Meet the Professionals and Case Competition events. For the Case Competition, 13 students stated they were at least moderately knowledgeable about the event but only 6 listed responses of very knowledgeable to extremely. However, we saw a different trend with the Meet the Professionals event. Only 3 students said they were very to extremely knowledgeable, while 9 said they had no prior knowledge at all. This data is interesting to analyze because it has slightly different results than our questions focusing on each event individually. When looking at the questions above you see that more people said they had heard of the Meet the Professionals event than the Case Competition. When worded with a question asking them how knowledgeable they felt however, they answered the opposite with

more knowledge of the Case Competition. These differences could be due to wording, regardless they still show a strong lack of awareness of the two events.

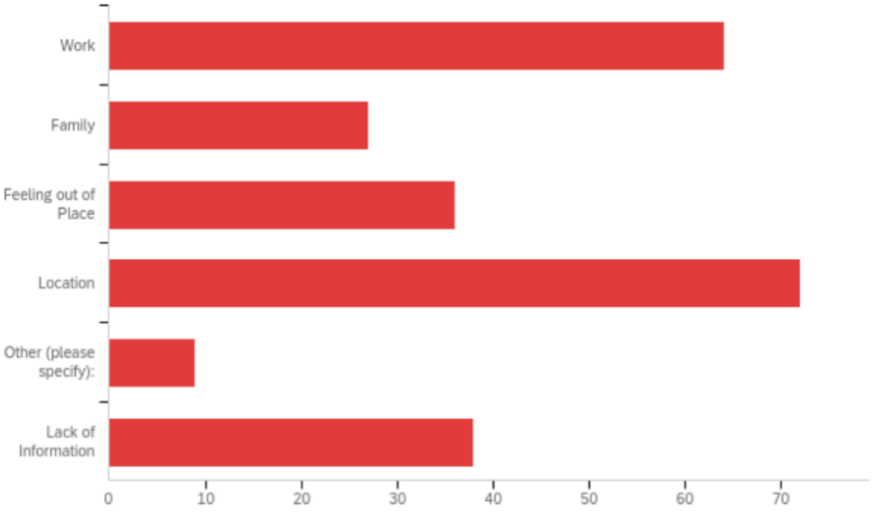
Alumni Survey:

How do you typically receive information from the Marketing Program at Western? (Select all that apply).



Based on the results of the alumni survey we can see that almost 100 alumni receive their information from Marketing Program via email, followed by 42 with Facebook and 19 with LinkedIn. What we were able to conclude from this data is that most of alumni get their information about the Marketing Program via email. This could indicate a place for the Marketing Department to come up with more promotional ways to get their information out there. For example, the people getting the emails just may have a lack of knowledge of the various social media accounts existing. They may also choose to not follow those accounts due to a lack of content published on them as compared to the number of emails they get. This data does show us that the current most used way to reach the alumni is via email.

If you want to attend events hosted by the Marketing Program, which of the following may prevent you? (Select all that apply).



This data shows us what typically stops an alumnus from participating in an event held by the Marketing Program. The top three reasons being work (64), location (72), and lack of information (38). The biggest reason preventing participation is location, meaning that this is an obstacle the Marketing Program may want to find ways to overcome, such as hosting more virtual events. From the data you can also see that there is still many respondents who had a general lack of information of the events.

We found that many students didn't see the full value the Marketing Program has to offer, and a lack of events that the department does. Many students were not involved in the department, felt like they were not fully prepared for the job market, or had anxious feelings around entering the job market. We identified this as an opportunity to help them get more involved in events to see the value in the department and gain the confidence to succeed.

From our survey we found that many alumni lacked involvement with the Marketing Program past graduation, but many still wanted to be more involved. We also found that many also lacked a full understanding of everything the department does, and that alumni who had been graduated for a while were only getting emails from the school asking for money. To help these alumni feel more involved in the department we wanted to show them the personal value they can get out of attending the events, as well as coming up with new ways to help them feel more involved.

Secondary Research:
After conducing primary marketing research, there was still data that we needed to collect. It was first determined that the most used laptop among college students is (at home) MacBook's. This was the reason why we choose to use MacBook's to search for our target market's data using secondary research. There is not a direct website that gives us current, relevant information that is directly about our client. According to the digital hacker, the MacBook pro is among the top laptops that digital marketing professionals use which why it was chosen as well for the alumni segment. Due to the lack of information available on current marketing students and alumni at Western Washington University, MacBook was the most appropriate choice to conduct research. From University Reporter, the data was collected using MacBook as our product. This was the best way to segment the market for both target markets.

Data showing MacBook's to be the preferred laptop amongst college students:
https://www.quora.com/Why-do-most-college-students-use-Apple-Mac-laptops

MRI SIMMONS

University Reporter

Study: 2019 Spring GfK Reporter MRI Category: Electronics
Question: Personal Computers - Apple/Mac Base: Total Adults
Detail(s): MacBook Pro Own at home

Target	Note	Base Total '000	UNW	'000	% Detail	% Target	Index
Total		248,885	2,152	22,220	100.00	8.93	100
Men		120,167	1,153	11,190	50.36	9.31	104
Women		128,718	999	11,030	49.64	8.57	96
Educ: graduated college plus		79,281	1,183	11,480	51.67	14.48	162
Educ: attended college		70,694	650	6,044	27.20	8.55	96
Educ: graduated high school		71,543	245	3,582	16.12	5.01	56
Educ: did not graduate HS		27,366	74	1,113	5.01	4.07	46
Educ: post graduate		28,822	468	4,094	18.42	14.20	159
Educ: no college		98,909	319	4,695	21.13	4.75	53
Age 18-24		29,526	266	3,802	17.11	12.88	144
Age 25-34		44,726	519	5,833	26.25	13.04	146
Age 35-44		40,531	426	4,046	18.21	9.98	112
Age 45-54		41,994	364	3,455	15.55	8.23	92
Age 55-64		41,695	317	2,864	12.89	6.87	77
Age 65+		50,414	260	2,220	9.99	4.40	49
Occupation: Management, Business and Financial Operations		26,078	374	4,053	18.24	15.54	174
Occupation: Natural Resources, Construction and Maintenance Occupations		14,141	131	1,259	5.66	8.90	100
Occupation: Other Employed		47,617	309	3,072	13.83	6.45	72
Occupation: Professional and Related Occupations		36,759	544	5,394	24.27	14.67	164
Occupation: Sales and Office Occupations		32,398	277	3,152	14.18	9.73	109
HHI $150,000+		32,806	480	5,285	23.79	16.11	180
HHI $75,000-$149,999		77,514	816	9,353	42.09	12.07	135
HHI $60,000-$74,999		24,407	174	1,586	7.14	6.50	73
HHI $50,000-$59,999		17,881	129	1,149	5.17	6.42	72
HHI $40,000-$49,999		19,089	122	809	3.64	4.24	47
HHI $30,000-$39,999		19,969	96	795	3.58	3.98	45
HHI $20,000-$29,999		19,049	64	525	2.36	2.76	31
HHI <$20,000		27,338	87	775	3.49	2.83	32
Race: American Indian or Alaska Native †	†	3,220	38	278	1.25	8.64	97
Race: Asian		8,151	204	1,284	5.78	15.75	176
Race: Black/African American		32,426	221	1,975	8.89	6.09	68
Race: Black/African American only		30,324	199	1,776	7.99	5.86	66

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The data showed us that the average age group for those with these laptops at home was **ages 18-44 (***Appendix-A-1*) which we had hypothesized because that was the target market age group for our alumni and students. To further segment the market, we broke it down to students ages 18-24 and alumni who have been graduated for 12+ years now falling into the ages 35-44 category. Out of the five different education levels for those who own a MacBook Pro at home, those in the '**Educ. attended college'** (*Appendix-A-1*) had the **highest % detail scores** indicating most people in the MacBook's Pro at Home category have attended college. Another interesting piece of data was in the **occupation section those in the 'Management, Business and Financial Operations' scored highest**. This is the same occupation field as our client the WWU Marketing Department, so we viewed this as an indicator that the data further supported our initial hypothesis. Another significant piece of data is the number of MacBook users at home made a decent amount compared to the other groups, coming in at **$75,000-$149,999.** (*Appendix-A-1*)

Of those who use a MacBook at home, the most viewed television channel was Viceland. (*Appendix-A-1,2,3*) This may indicate a good place for advertisements for those in this category. This data is further supported by the higher index number of 138 as well. Most all other television channels or network scores came in much closer to 100. E! Entertainment and Freeform also scored high.

Segmentation/Targeting/Positioning Strategy

Consumer Segments: These are the possible segments of consumers that may be interested in the program and its events.

1. Students
    a. College students
    b. College Students at WWU
    c. Prospective marketing students at WWU
    d. Current marketing students declared in the Marketing Concentration at WWU
2. Alumni
    a. College alumni
    b. College Alumni of WWU
    c. Alumni who have recently graduated from the Western Marketing Program in the last 12 years
    d. Alumni who have graduated 12 or more years ago from the Western Marketing Program

Demographics, Geographic's, and Psychographics

All Students Both in the Program and Prospective	
Demographics	Age: 18-25 Income: less than 20,000 Education: Some college
Psychographics	Value education, are at least interested in marketing and business in general, live an active lifestyle, busy schedules and more
Geographic	Washington State – King, Snohomish, and Whatcom Counties are majority of students
Benefit Sought	Earn a degree that will provide career opportunities in the future, future job security and satisfaction, personal development and skills, and an overall brighter future.

WWU Marketing Alumni	
Demographics	Age: 22+ Income: $75,000-$149,999 Education: Bachelor's degree or above
Psychographics	Value education, marketing professional, has a passion for learning, and is adventurous

Geographic's	Washington State – majority of alumni stay in Washington either in Whatcom or King county
Benefit Sought	Fulfillment of giving back, participation and networking, connection with alma mater.

More Specific and Expansive Psychographics

Student Psychographic Traits:
Here is a composed list of psychographic traits of the student segment, this was derived from ERSI - Tapestry Segmentation.

- Busy Schedules
- Juggle part time jobs for socializing and sports
- Make impulse buys and splurge on fashion
- Use computers and phones for every aspect of our lives
- Really into music
- Renting apartments in large multiunit buildings
- Keep in touch with family
- 43.5% use online banking systems
- 10.8& charge credit cards monthly
- Financial optimists: 48.4%

Alumni Psychographics
Here is a list composed from the Digital Marketing Institute in an article titled, "Traits of a Successful Digital Marketing Professional."

- Ability to self-start
- Loves a challenge
- Flexibility and adaptability
- Passion for learning
- The desire to help grow other businesses
- Communication skills
- Leadership and management
- Strategic and analytic thinking
- Adventurous

More on Geographic's

Student Geographic's:

- Located mostly in Bellingham WA
- Washington's largest counties such as King and Snohomish
- "**Western Washington** University reports 87% of their students are Washington residents." - Western Washington University

Alumni Geographic's:

- Located mostly the greater Seattle area

- Whatcom county/Bellingham

Best Consumer Target Markets
We picked one segment from both the alumni and student groups listed above.

Students: Current Marketing Students

Current Marketing Students	
Demographics	Age: 18-25 Income: less than 20,000 Education: Some college
Psychographics	Value education, interested in marketing and business in general, and live an active lifestyle
Geographic	Washington State – King & Snohomish Counties are majority of students
Benefit Sought	Networking, professional headshot, teamwork and professional experience to add to resume as well as apply marketing skills to real world experiences, and career readiness

Notice the change in the benefits sought section as we target this specific segment.

Alumni:

Older Alumni (12+ years post-graduation)	
Demographics	Age: 35 + Income: 77,000-149,000 Education: Bachelor's degree or above
Psychographics	Value education, marketing professional, stability and career satisfaction
Geographic's	Washington State – majority of alumni stay in Washington either in Whatcom or King County
Benefit Sought	A sense of belonging, an avenue to demonstrate altruism. These alumni seek to feel as they can give back in a meaningful way to their alma mater.

Students

Segment & Target Strategy

When segmenting the market, we decided to first target those who are currently enrolled in school at WWU due to limitations in reaching those who would be interested but are still in high school. We next narrowed this segment down by focusing on just students enrolled in the Marketing Program at WWU. This reasoning was because they have already shown an interest in marketing and are going to find more benefit from the department's resources and events.

To best position ourselves for the client we decided to focus on students' currents feelings such as fear in finding a job post-graduation, or a lack of confidence needed to succeed in the job market.
The growth rate for our target market will be consistent as students enter the program and graduate from it. Their willingness to pay for a solution is low however due to their lower incomes.

We suggest a direct to consumer making trade target market not matter because we believe the content should come directly from the Marketing Department to the students. This will help foster a connection with the students and make the information feel more credible.

Positioning Strategy

This will give them a better benefit position with the students, symbolic, and even lifestyle positioning. For the student we want them to see the department as valuable, resourceful, relevant, fun, and encouraging. The positing strategy is consistent in our **benefits sought** from this target market by adding more value and awareness.

Positioning Statement for Marketing Program

For the current marketing students who want to participate and get involved in events within the Marketing Program and need direction on how to gain experiences that will help them post-graduation. The Western Marketing Program is the only marketing program at Western that provides both resources and support to help students gain experiences and be career ready, unlike students turning to career services for resources because they are not marketing specific.

Most Important Attributes of Brand

1. Relevant
2. Accessible
3. Inclusive
4. Stress Management
5. Analytical Thinking

Alumni

Segment & Target Strategy

When segmenting the market, we decided to first target those who have graduated from Western already in order to qualify as Western alumni. Next, we focused on the clients need in more alumni for programs the Marketing Department hosts such as Meet the Professionals. More specifically as stated by the client in hardships contacting the older alumni (12+ years since graduation) we decided to make them our target market.

To best position ourselves we decided it would be wise to recognize why they would want to be involved with such events that the Marketing Departments hosts, and how they would benefit such as personal fulfillment and further networking with other alumni.

The growth rate for our target market will be consistent as students graduate naturally becoming alumni. Their willingness to pay for a solution is higher however due to their higher incomes that come with having a degree.

We suggest a direct to consumer making trade target market not matter because we believe the content should come directly from the Marketing Department to the alumni. This will help foster a connection with the alumni and make the information feel more credible.

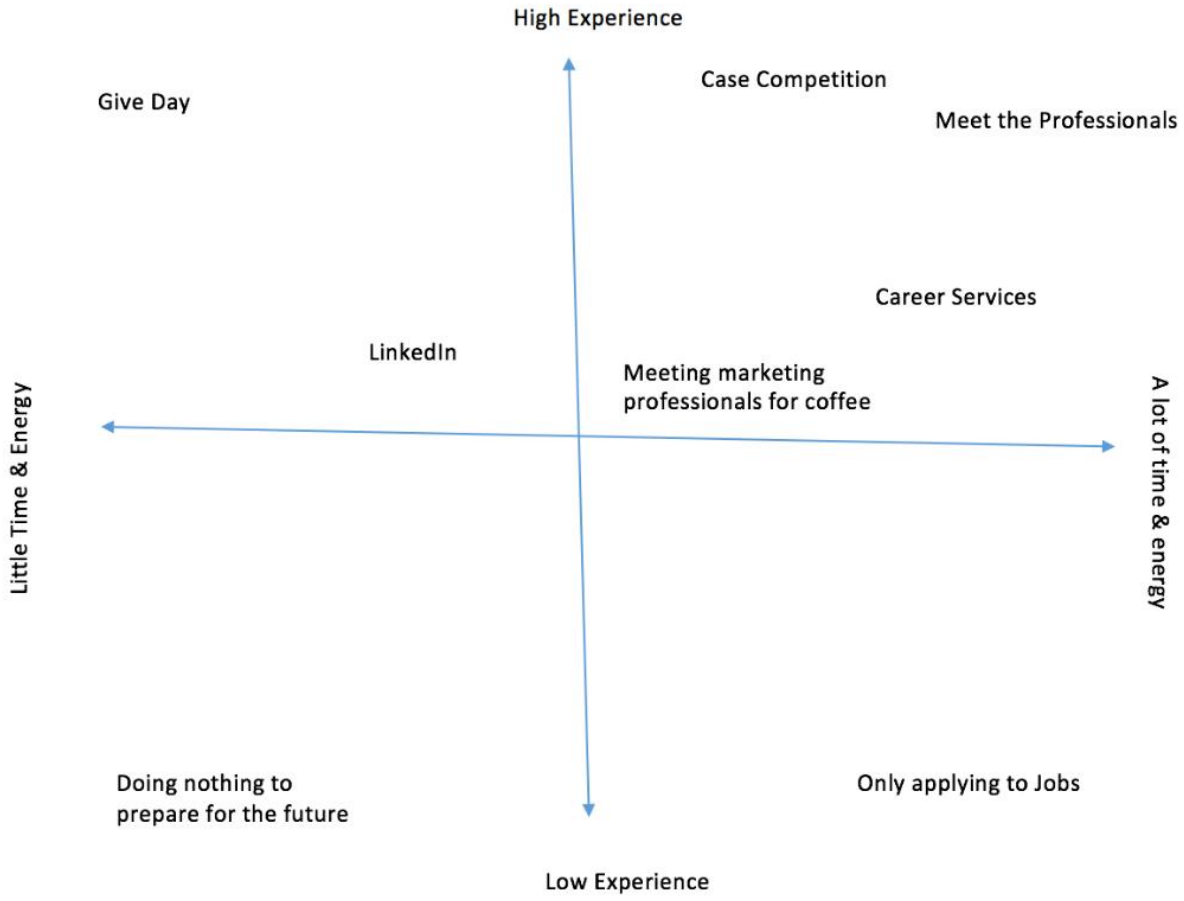
Positioning Strategy

This will give them a better benefit position with the alumni, symbolic, and even lifestyle positioning. For the alumni we want them to see the department as valuable, resourceful, relevant, fun, and encouraging. The positing strategy is consistent in our benefits sought from this target market by adding more value and awareness and showing them the added benefits.

Positioning Statement

For the Western marketing alumni who want to get more involved with their alma mater, the Western Marketing Program is the only marketing program that provides alumni a sense of community within the marketing world, while providing them resources to get involved. Unlike the absence of a connection within the university, because it allows them to connect directly to the program that they graduated from and give back in a meaningful way to that program.

Competitive Analysis
Perceptual Map



The perceptual map was made based on time and energy spent vs how it relates to experience gained. The left-hand side shows little time/energy, and the right side is a lot of time/energy. On the map is the marketing program's events biggest competition. These includes things such as reaching out to professional on LinkedIn, meeting for coffee and applying to jobs without doing anything to gain experience. As well as Western's Career Service. These are all competitors due to being ways for students to network and potentially leverage a job opportunity. However, as shown on the map, the marketing program's events; Meet the Professionals, Case Competition and Give Day are all in the upper quadrants. The upper quadrants indicate that they take more time and energy but have a higher return in experience. For example, giving back on Give Day keeps you in the loop with the marketing community and allows you to stay connected. For the other two events, both offer high experience of networking and gaining professional experience to help students prepare for their future careers.

Meet the Professionals

Marketing Mix

Product

Product Strategy

Product: Western Washington University's Marketing Program's: Meet the Professional's Event

Our product is an intangible product form that is centered around gaining confidence and creating value for the consumer. Focusing on the Business to Consumer Market with a specialty service product. With the absence of a previous similar event, this product is in introductory phase of the product lifecycle.

Product Development
There are some key questions that must be asked that will help guide us in our product development strategy. These are:

- How will they event happen? Where could we hold this event? Along with considerations of COVID-19, how can we adapt to a virtual environment as well as be able to hold the event post-pandemic?
- How will people attend the event? Will they need to travel? For a virtually held event, what platform is best?
- When is the best time for both students and alumni to attend this event? How do we optimize time for both audiences?

However, product development is not the only concern to take into consideration. We must be able to penetrate the market and figure out how to get people to attend the event and be involved.

Benefits Sought
The problems that we identified for **current marketing students** include issues such as social anxiety, an undefined career path, and lack of connections in the field they desire. Therefore, a key benefit for students would be the ability to gain confidence. Under this umbrella they will be able to network with professionals, make connections and get their foot in the door, and increase their confidence both in their career paths and networking skills.

For **alumni,** a problem in this segment is that they feel disconnected from their alma mater and may not know how or when to get involved on a non-financial basis. This event would give them the opportunity to connect with future professionals, potentially in their field, give back and be able to help those who may turn into their own employees, as well as increase their own networks.

Physical Features
During the COVID-19 pandemic we purpose hosting the event on a digital platform, such as Zoom. After the Pandemic has subsided the event would take place in a meeting hall in Seattle (since this is where most of our alumni work) where people can mingle face to face.
There should be presentations from select alumni, as well as time for free mingling and networking to allow people to freely connect with one another.

Product Intellectual Advantages
The intellectual advantages are to make networking and meeting people more "doable." This may consist of COVID-19 accommodations by adapting to an easier to attend channel via Zoom, where an attendee can participate from anywhere

Product Emotional Benefits
The core emotional benefits for **students** are:

- Confidence
- Career Readiness
- Ease of Anxiety

The core emotional benefits for **alumni** are:

- Fulfillment
- Satisfaction

Value Proposition
We help current marketing students and older alumni connect with one another by hosting a virtual networking event.

Price

Pricing Strategy: Free
A big appeal to this event is that it is a free resource for students to ease their anxiety and prepare for their futures. Therefore, this event should be free to both students and alumni. It may be hard for students to drive down to Seattle when the event is held in post-pandemic times, therefore creating a shuttle to the event would allow students to be able to get there and would solve that potential barrier, for them register, this service should also remain free but be on a first come first serve basis. Alumni should also not be charged to attend the event because they are paying with their time, taking time out of their day to give back to the WWU marketing community. To host the Zoom meeting, the cost to the department would be free. Once the pandemic ends and the shuttle is implemented and the need for an actual venue occurs there will be associated costs with that, however these costs depend on the venue chosen and location. However, to raise money for that when that time comes the department could consider doing some direct mailing campaigns, using the direct mailing suggestions below in this document to then make a fundraising campaign may be effective.

Place

During the Covid-19 pandemic the event should be held via Zoom. This is because it is a virtual platform that would still allow for people to meet on a "face to face" basis. Being able to chat

live with each other and network would be the most beneficial. However, it may be hard to mingle over zoom; therefore, an idea would be to have a few presentations at the start and then set out breakout rooms for smaller groups to introduce themselves and mingle that way. After a certain amount of time the breakout rooms should be shuffled to promote meeting new people. After the pandemic has subsided and our world begins to return to normal the event should be help in the Seattle area. This is because most of our alumni work in the Seattle area and are taking time out of their work schedules to participate. Other programs such as the WWU Management Information System program have held a similar event in the past, it was held at the Crowne Plaza Hotel in Seattle, this would be a place to start the venue search post pandemic.

Promotion

Promotional methods such as social media, the Western Front, email campaigns and on a website. Integrating all these promotional strategies is the best way to get both students and alumni aware and knowledgeable about the event so that they will register for the event. It is important that both segments believe that the event can solve a problem that they have and that they see the value in it. Using these media platforms will help promote and enable us to reach our goals.

Distribution

This event should be distributed directly to the consumer, since this is a service provided exclusively by the WWU Marketing Program it should be positioned and distributed directly to the consumers from the program. Since this is an event that is just for marketing majors and marketing alumni of WWU it should be exclusively distributed to that market. This way the integrity of the event is not jeopardized, if people can bring outside majors it might lose some of the exclusive benefits that it holds.

Marketing Objectives

The first marketing objective is promotion of the Meet the Professionals event and new customer **acquisition**. A goal would be to achieve **30 students that register for the event by two weeks prior to the even**t. The two-week prior is set so that if the goal is not reached by then there is still time to find other ways to get students to sign up and adjust the strategy. In coming sections, we set an objective for 50 students to be knowledgeable about the event, however, knowledge does not always lead to purchase/registration. Therefore, the goal here is at least 30. For the alumni segment we hope to get at least 15 alumni to register for the event, also within two weeks prior for the same reasons. The objective is set at 15 because it may be harder to get alumni to register due to a variable of factors such as their work schedules. However, a ratio of 2:1 student to alumni would be beneficial so that there are enough alumni for each student to be able to make valuable connections and vice versa.

A long-term marketing objective for the Meet the Professionals event would be for greater **lifetime value for the customer**. Meaning that since this is the first year running this event, we hope to be able to conduct an event that both students and alumni keep coming back to and see the value in. Therefore, the goal would be to have **at least 50% of the alumni return the following year**, this is because it is not feasible for everyone to be able to attend the next year as well as it would be beneficial to get new faces and perspectives as well. If students are sophomores or juniors then they can return the next year (we hope to get 50% of these students as well) and meet new professionals or better connections. However, when the students graduate it does not mean that their relationship with the event seizes, they will now be alumni who can still return to the event.

Creative Strategy

Product/Brand Description: Western Washington University Marketing Program's: Meet the Professionals event. The Meet the Professional's event is a mixer type of event with presentations, Q&A sessions, and breakout sessions all with WWU Marketing alumni.

Target Market Description:
Students: Current WWU students who are already in the WWU Marketing Program.

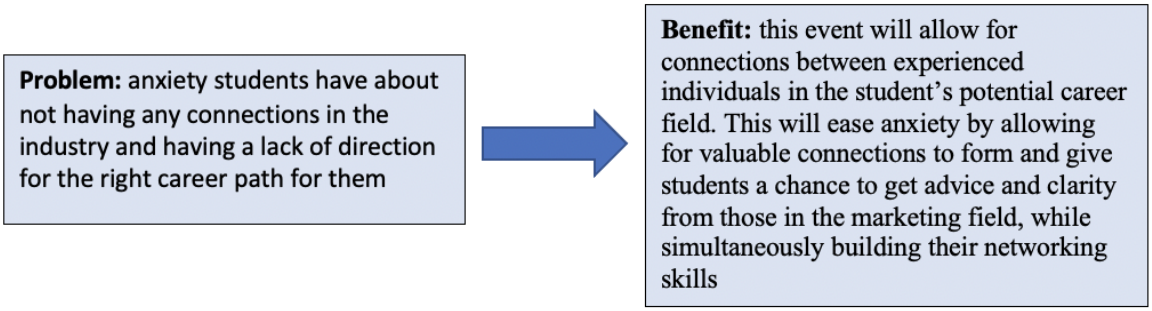
Current Marketing Students	
Demographics	Age: 18-25 Income: less than 20,000 Education: Some college
Psychographics	Value education, interested in marketing and business in general, and live an active lifestyle
Geographic	Washington State – King & Snohomish Counties are majority of students
Benefit Sought	Networking, professional headshot, teamwork and professional experience to add to resume as well as apply marketing skills to real world experiences, and career readiness

Alumni: WWU Marketing Alumni who graduated 12+ years ago and are currently employed in some in the marketing field.

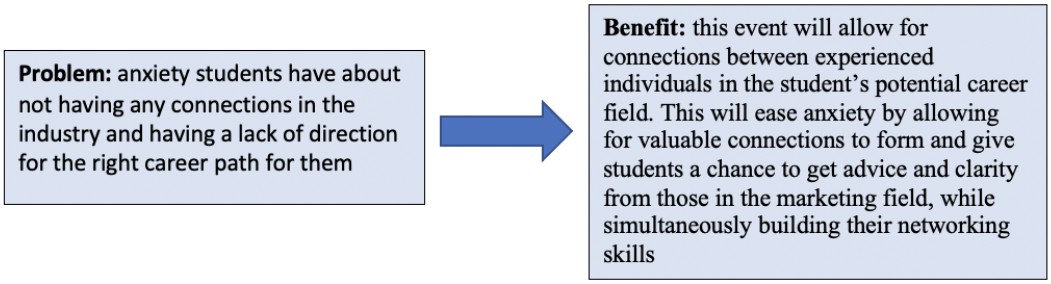
Older Alumni (12+ years post-graduation)	
Demographics	Age: 35 + Income: 77,000-149,000 Education: Bachelor's degree or above
Psychographics	Value education, marketing professional, stability and career satisfaction
Geographic	Washington State – majority of alumni stay in Washington either in Whatcom or King County
Benefit Sought	A sense of belonging, an avenue to demonstrate altruism. These alumni seek to feel as they can give back in a meaningful way to their alma mater.

Students

Most Important Product/Brand Benefit:
Student:



Alumni:



Support/Evidence
In an article by Health Careers they mention a study by The Butler Collegian that states, "24% of college students were stressed by the prospect of leaving college and entering the competitive US job market." Showing that a fourth of students in this study admittedly have stress about their post-graduation careers. It is important to note that this study was taken out of a pull of all students not just college seniors, therefore, we would expect a higher percentage of stress among seniors specifically as graduation approaches. A Monster College survey stated that, "78 percent of job-seeker respondents who were recent college graduates, said networking was a factor in their job searches. And no wonder, since most experts agree that up to 85% of all new jobs are found through networking." Here we can see there is a relationship between networking and finding a post-graduation career and finding that career is a big stressor for college students.
A study conducted by the Voluntary Alumni Engagement in Support of Education (VAESE) in 2019 stated that, "90% of alumni professionals admit they do a "poor job" or "need to do more" to attract and engage their young alumni."

Furthermore, an article written by the Australian Institute of Business outlines 7 reasons for alumni to participate in networking events which include:

1. To build relationships with the students
2. Keep up to date with trends
3. To benefit from new ideas
4. Connect with influencers
5. Gain motivation and inspiration
6. Socialization
7. Recruitment of future employees

All of these are reasons for alumni to attend networking events, building those relationships with the students and socializing among peers will help alumni to feel that satisfaction of giving back to these students while also receiving these other benefits as well.

Key product features or attributes to deliver this benefit

Students: Being able to talk one on one with professionals enables students to get contact information for future use, inspiration and ideas on what path to go into post-graduation, and overall advice on how to deal with the stressors of post-graduation careers.

Alumni: Being able to help students by giving them career advice and answering post-graduation questions is a great opportunity for alumni because it allows them to feel a sense of fulfillment. This connection is not only valuable for students but can also lead to alumni's finding potential hires and grow their networking base as well. The event will also allow for alumni who have been detached from their alma mater for more than 12 years to reconnect and give back.

Positioning Statement

Students: For current WWU marketing students who are uncertain about their career paths or have little connections in the marketing industry. The WWU Marketing Program's Meet the Professionals event is the only marketing networking event that is available to all WWU marketing students and is free of cost unlike a lack of event that would result in students seeking out professionals with their own resources.

Alumni: For WWU alumni who graduated 12 or more years ago who want to give back to the students of their alma mater and reconnect with the organization. The WWU Marketing Program's Meet the Professionals event is the only marketing networking event held by WWU that is available to all marketing alumni to freely attend and participate unlike the lack of a networking marketing event that may result in them having to reach out to students on a personal level to make these connections.

Communication Objectives

Students: Have at least 50 marketing students be knowledgeable of the event by 2 weeks prior to the event.

Since we are focusing on knowledge for this segment there is an implied level of awareness for the event. In our student survey that we conducted about 60% of students said they were aware of the event and that it existed. Our hope is to build knowledge for those students and through those efforts other students will gain awareness as well.

Alumni: Have at least 75 marketing alumni (12+ years) aware of the Meet the Professionals event by 2 weeks prior to the event.

Campaign Theme
Students: How prepared are you?
Alumni: Give back and get connected

Type of Appeal
Students: Social Anxiety
Alumni: Emotional: fulfillment

Message Strategy Method
Students: Achieve our communication objective of knowledge by using and Unique Selling Proposition

- Unique Selling Proposition: The WWU Meet the Professional's event helps marketing students reduce career anxiety by growing their network through a free and accessible event.

Alumni: Achieve our communication objective of awareness by using repetition tactics combined with a slogan to boost recall.

- Slogan: Give back and get connected

Media Strategy

Promotion Strategy

Marketing Objective:
Our marketing objectives for the Meet the Professional's event is one centered around acquisition on new customers. Therefore, the objective is to get at least 30 students registered for the event at least two weeks prior to the event and 15 alumni registered in that same time frame.

Communication Objective:
1. For **student** target market the communication objective is: Have at least 50 marketing students be **knowledgeable** about the event by 3 weeks prior to the event

2. For the **Alumni** target market the communication objective is: Have at least 75 marketing alumni (12+ years) **aware** of the Meet the Professionals event by 1 month prior to the event
The two-time frames are different because the two different segments will be in different stages of the communication funnel and the alumni will need more time to move to register.
We will achieve the knowledge objective by repetition of the unique selling proposition within the media created. The awareness objective will be met by repetition of the slogan, "give back and get connected" that is also the campaign theme below.

Campaign Theme:
Students: How prepared are you?
Alumni: Give back and get connected

Type of Appeal:
Students: Emotional: fear, social anxiety
Alumni: Hybrid of emotional: heartwarming and rational: reason why

Promotional Mix Options for both Students and Alumni
(further explanations and examples in corresponding sections below)

Owned:

- Website: Landing page for the Meet the Professionals event specifically as well as a marketing program site that is specific to the program.
- Blog: Blog on website
- Social Media: Feeds and groups

Earned:

- Public Relations: Press releases and student blogs
- Social Media: shares, likes, and comments
- Word of mouth: in class endorsements

Paid:

- Traditional Media: Newspaper like the Western Front
- Digital Media: Display ads and paid social

Media Objectives

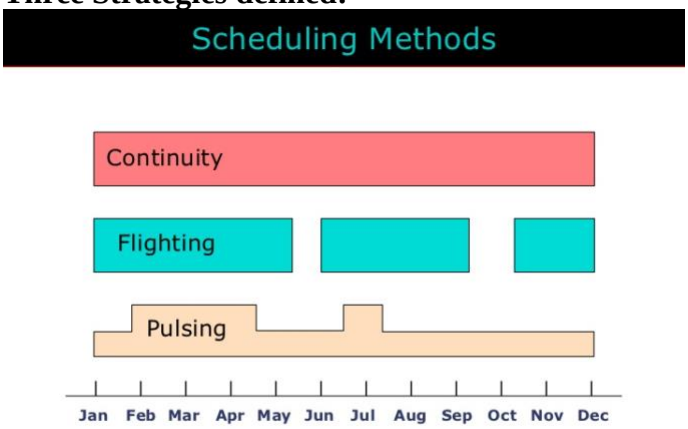
Reach: The number in target market reached out of the total number of the target market. Achieve Reach of 100 of TM by 1 month prior to the event

Frequency: Achieve frequency of 3 impressions/4 weeks by 1 month prior to the event

The biggest way to increase awareness and therefore knowledge of an event is through repetition. This directly translates to frequency because it is measuring how many times the same content is exposed to the audience. Reach is important, but it does not tell us if the content is being digested. Therefore, we really want to focus on frequency, but we must reach our audience to gain that frequency.

Media Scheduling

Three Strategies defined:



Continuity: promotions all year long.

Flighting: Starting and stopping depending on the time of the year.

Pulsing: A mix of both options, continuing to promote all year but increasing efforts during peak times.

For the Meet the Professional's event, for promotions to both the alumni and the student a pulsing scheduling method would be most effective. For students, each quarter students will be introduced into the marketing program meaning that not all students are going to be exposed to the same introductory information, like clubs such as Student Marketing Association or events at the same time. It would be beneficial to have a steady promotion so as new students enter the program the start to learn about the event. As the event gets closer this is when to increase the promotional efforts and get students through their awareness phase into knowledge and liking, eventually getting them to attend.

For alumni, they are not as connected to the school meaning that they are going to need even more repetition to move into the knowledge phase of the communication cycle. Having a soft promotional campaign year-round but increasing while getting closer to the event will give a greater possibility of attendance.

Promotion Budget

Tactic	Cost	Frequency	Total Cost
Western Front	$50/week but a 10% discount for 2-4 weeks	4 weeks	$180
Facebook and Instagram Ads	$25 per week with parameters outlined below	4 weeks	$100

A recommendation of a 4-week trial period is the reason for the 4-week frequency. This is because this will be new tactics for the Marketing Program and would be a trail run, after seeing how it goes it can then be adjusted as needed.

Owned Media

Content Marketing Strategy

Objectives
Students: Since our communication objective is **knowledge** our content marketing objective is also centered around knowledge. To measure that knowledge, it would be beneficial to measure website traffic and open and click through rates of content such as emails.

Alumni: Our communication objective for our alumni segment is **awareness**. Therefore, it would be beneficial to focus on awareness in our content marketing campaigns for the alumni. For awareness our goal is to maximize content views, this can be measured by open rates and view data.

Therefore, for the student segment the goal would be to achieve 50 click through from Western Washington Marketing Program students by 3 weeks prior to the event and achieve 75 opens from WWU alumni by 1 month prior to the event to align with the earlier communication objectives.

Personas
Since there are two different audiences for the Meet the Professional's events you will have two different personas with two different problems that the content will strive to solve. For the student segment the persona is a current Western Washington University student who is already in the marketing program. The problem that they have that we are trying to solve with this event is a that they have issues related to being unprepared for life after college. Many have career anxiety about the future and are unsure of how to prepare. They would like to feel more ready for their life after graduation and can do so by building connections and networking through this event.

For the alumni, our persona is a person who has graduated from Western Washington University over 12 years ago. These people feel disconnect from WWU and are unsure how to give back in a way that is not simply donating money. The outcome that would be most beneficial to them would be to achieve a sense of fulfillment to giving back to students by making connections and building networks with them.

The content made for this event should strive to address these concerns/problems and give a potential solution to these groups.

Content Topic suggestions:

Topics for Students:
1. How to prepare for post college careers
2. How to build your professional network
3. How to practice your learned skills in the real world

Topics for alumni:
1. Ways to give back to the marketing program and your alma mater.

2. How to connect with students
3. How to join programs to help future colleagues/current students

Each of these topics would help address the problems of those in the target market. However, it is still important to integrate the Meet the Professional's event into these topics.

Content Types

Email Campaigns:
For both the alumni and students segments it would be beneficial to utilize email marketing strategies. In a survey of WWU alumni most alumni stated that they get most of their information from the school via email. Since this is the main form of communication it is where you would be most likely to reach these alumni. For the students, every WWU student has a WWU email that is given to them as a student and the school has all of their email addresses already. Therefore, creating good content and dispersing it via email campaigns would be beneficial.

There are free automated email software programs that would allow you to build custom content and then disperse it to your target market, such as Mail chimp It allows for more creative and interactive emails to be sent that are not just boring paragraphs that not a lot of people read, and then helps you set dates to deliver these emails.

Note: Examples will be shown in the Direct Marketing Section below.

Social Media:
The world of social media is continuing to grow. This is a good place for you to post content to reach your audience, whether this be posts or stories within these platforms. However, the platform will change as your target market does. The students are more likely to be on platforms such as Instagram with the younger generation while the alumni are more likely to be on Facebook. Most of the alumni in the alumni survey we sent out stated that they were on the WWU alumni Facebook group, this may be a good place to utilize and post content.

Example of social media graphic for student segment:



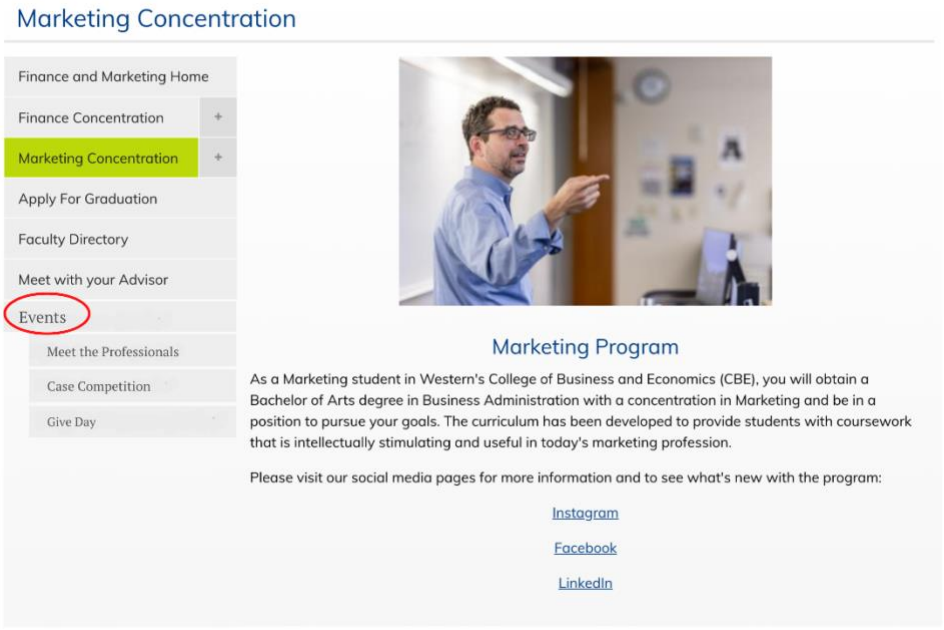
Example of social media graphic for alumni segment:



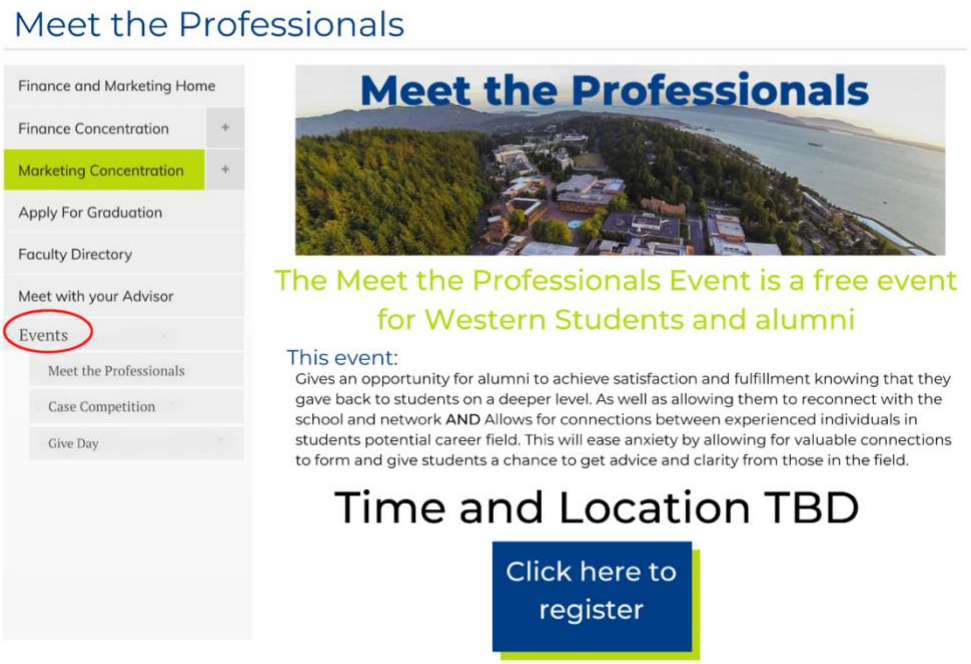
The hope here is that this graphic will apply to our earlier established appeal of emotion and emotional fulfillment for the alumni segment. It also contains the campaign theme or slogan "give back and get connected" in order to increase awareness by using repetition of this slogan. Giving back often makes people feel good about themselves and therefore more fulfilled which

is why it is important to mention giving back. It may also appeal to alumni for nostalgic reasons, with Parks Hall in the background. The building is very distinctive and recognizable, many alumni spent a good amount of their college careers in that building in their CBE classes, this may make them feel nostalgic for those times.

Website:
Websites are a good place to house wells of information. When someone is in search of information about the Marketing Program, typing in things such as "WWU marketing program events." Usually being directed to the Marking Concentration portion of the College of Business and Economics site. That is why we believe it would be beneficial to add a section to the current marketing concentration section dedicated to events. It could look like this:



From there we could add information on each event page, outlining the benefits and the details of each event, including the Meet the Professionals event. Creating a sign-up landing page within the site will give a place for our audience to refer to and register for the event, as well as get meaningful information. The introductory page of the Meet the Professionals section could look something like this:



Brand Promise
Value proposition: We help current marketing students and older alumni connect with one another by hosting a virtual networking event

Publishing Frequency:
Since we are using a pulsing strategy, we want to steadily put out content. However, during the times of low promotion content should be published on **a bi-weekly basis** to not overwhelm the audience with what they might view as unimportant or not useful information since the event is so far away. Leading up to the event is when content relating to the promotion of the event should be published on a **twice weekly basis**.

Channels and Reach

1. Email
2. Instagram for the Student Segment
3. Facebook for the Alumni Segment
4. Website

Email and social the right social media channels will give the best reach to the audience.

Earned Media

Earned Media Objective
A way to measure if your owned media is translating into earned media is to measure the amount of shares a piece of content has. In terms of social media this could be a "share" on Facebook or a repost to the user's story on Instagram.
For our earned media the objective is to achieve 50 shares on both Facebook and Instagram of each piece/post of content by 1 month after it being posted.

Media Topics
These are topics that the target market finds useful and are likely to share, these ideas for alumni are derived from Mashable.

1. Helping alumni find jobs in the marketing field
2. Collaboration and connecting with students
3. Fundraising
4. Alumni generated content

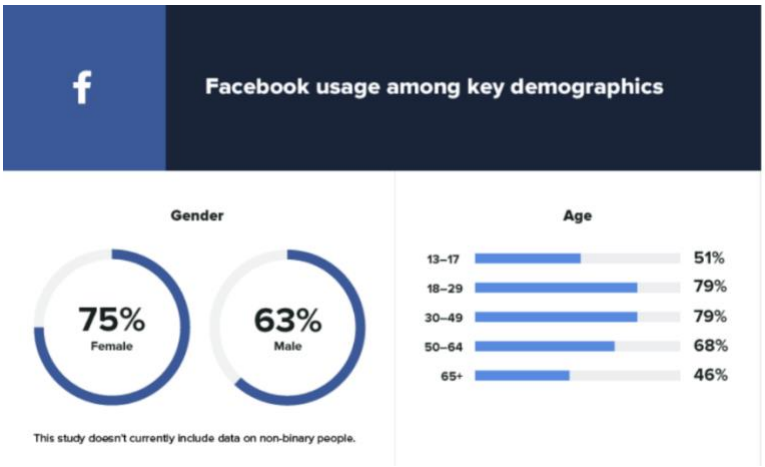
For students:

1. How to prepare for post-graduation
2. How to meet people in the marketing field

Third Party Publishing Platforms - What platforms does each target market use?

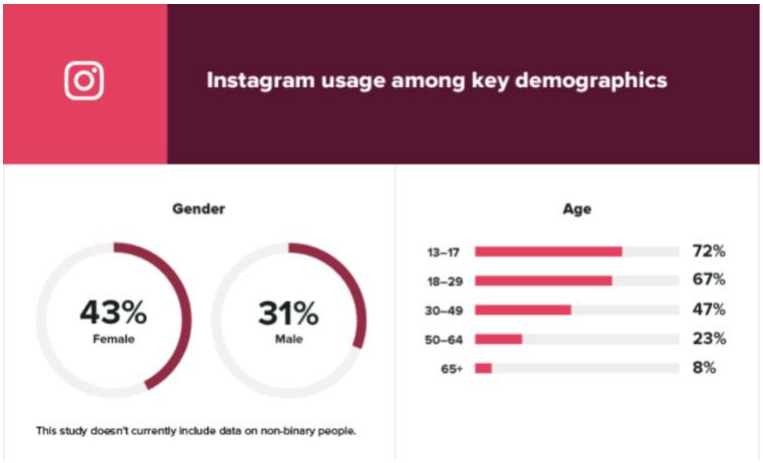
Below are the usage rates for common social media platforms based on demographic background, provided by Sprout Social. This will allow us to determine which platforms are the most popular among our audiences.

Facebook:



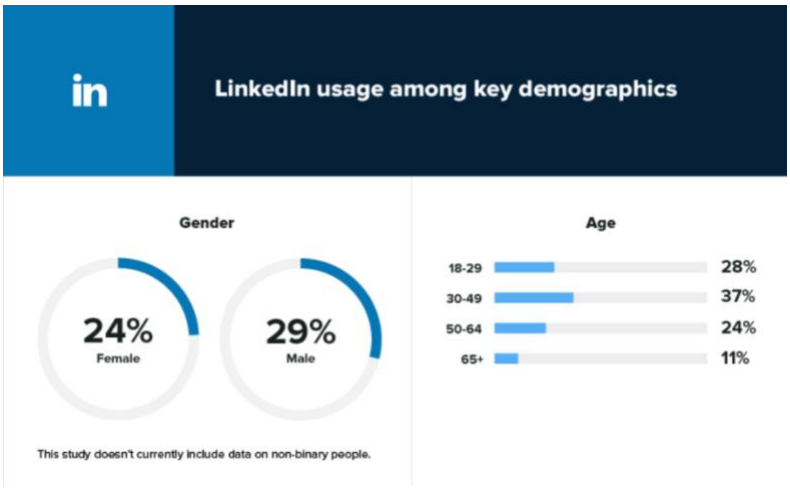
The biggest usage segment for Facebook are ages 18-29 and 30-49 both with a 79% usage rating.

Instagram:



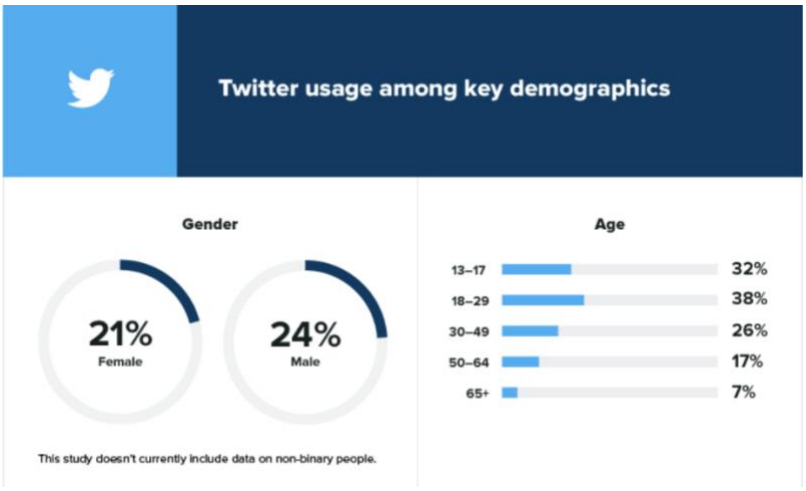
Instagram's biggest segment is ages 13-17 (72%) followed by 18-29 (67%) which houses our student target audience, and then 30–49-year old's (47%) which holds our alumni segment.

LinkedIn:



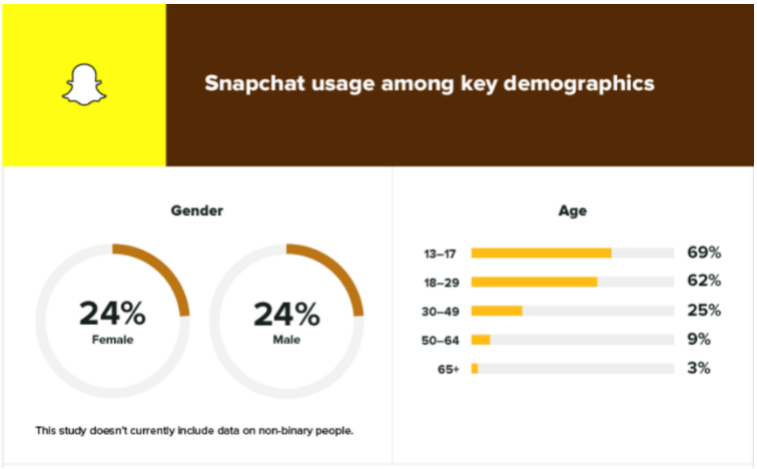
The biggest demographic for LinkedIn is 30–49-year old's (our alumni) with 37% followed by ages 18-29 (students) with 28%.

Twitter:



Biggest segments here are those who are 18-29 (38%) which is our student segment, our alumni segment only having 26% with this platform.

Snapchat:



Key age demographics for Snapchat are those 13-17 with 69% followed by 18-29 with 62%.

Platform Ranking for our Audience:
The top three platforms for our alumni segment according to this data are:

1. Facebook
2. Instagram
3. LinkedIn

The top three platforms for our student segment according to this data are:

1. Facebook
2. Instagram

3. Snapchat

Influencers

Influencers are often a good way to generate earned media. This is because it generates good word of mouth and gives credibility to your content. If someone sees your content and shares it, it usually means that they agree with your content, like, or trust it. Therefore, a good way to generate earned media is by having influencers share your content. Some potential influencers for alumni and students may be:

1. WWU staff such as professors
2. Other students for the student segment
3. Other alumni or alumni overall

Media Value Proposition

A journalist, such as one for the Western Front, may get value out of writing articles about the event because of the traction that it might get. If students are already aware of the event, they might seek out ways to expand their knowledge and learn more about how to participate. If the Western Front were to publish a press release, they would be more likely to be that source for the student and get their work noticed by students and faculty in the marketing program.

WOM Value Proposition

Why would students and alumni want to spread the event via word of mouth? A short answer would be because they see the value in the event and think their peers would too. If the event answers their user problem, then they are more likely to talk about it and not dismiss it. Another reason is that networking events can be anxiety provoking and may feel like a lot of pressure, one might want to talk about the event or recruit a friend to go with them to the event, so they have a familiar face and lifeline there.

Earned Media Options:

Public Relations

Press Releases are a good way to generate earned media as well as increase awareness and knowledge of your events. They are a good way to get information spread through a different channel such as a newspaper. For this event a press release would be more for the student segment since the Western Front is more accessible to them.

Social Media

Earned media on social media platforms comes from shares, likes, and comments. In this case since we are trying to increase awareness for the alumni we would want to focus on likes, this means that they saw the shared media. However, for the student segment we are focused on knowledge here we would want them to interact more with the content and possibly even share it, this is because they took the time to digest the information and found it useful.

Our suggestion is to use social media graphics and posts throughout the different social media platforms, in this case focusing on the top 3 for each segment. Using the same graphics but on different outlets helps to obtain our media objectives like reach.

Word of Mouth
A way to increase word of mouth earned media is usually through reviews or in social conversation. Since we have yet to have one of these events, we will not have any past reviews. However, after the first event it might be beneficial to have some sort of testimonials or reviews from those who attended to show how it brought them value and therefore generate more earned media.

Testimonials
In order to increase Word of Mouth as well as our other objectives it may be beneficial to include testimonials from people who have attended the event. Since the event has never been held before we don't have any to use yet. However, after the first event you can reach out to those who attended, asking for a quote. Sharing that quote across social media platforms and other forms of media will be beneficial for the event in the long-term.



Measuring Effectiveness
Since most of our earned media strategy has been centered around social media a good way to measure if the earned media campaign is effective would be to measure social media mentions of the event and overall traffic such as shares.

Paid Media

Media Objectives

Reach: this is the percentage of people or households in the target market that are exposed to the message or content during a specific time period. For the Alumni, we are attempting to get at least 75 alumni aware of the event, therefore we want to be able to reach at a minimum that many households or people. Therefore, for **alumni** our reach objective is 100 total people by one month prior to the event, this will give time for the alumni to move through the communication funnel and be exposed more than one time.

For **students** we are trying to get at least 50 students knowledgeable about the event, therefore, it would be wise to at least have 75 exposed to content regarding the event on the same time frame of one month prior. The reason that we set the goal to 75 instead of 100 is because for the alumni we are trying to really focus on awareness which reach will contribute greatly too, while we are focusing on knowledge for students assuming most students are already aware of the event.

Frequency: is the number of times each person or household is exposed to the same message during a specified period. Since we are low in the communication triangle for both segments repetition will be important to drive people to signing up for the event. The norm for frequency is above 3 and less than 10. We do not want to overwhelm our audiences with the information or waste money on a paid strategy they begin to ignore. Therefore, for frequency it would be best to aim that each household, in this case each student and alumnus are exposed at least 6 times every 4 weeks.

GRP: stands for Gross Rating point which measures the impact that the reach and frequency have. Once we gather our data prior to the event we will be able to calculate this by multiplying reach and frequency together and then multiplying by 100.

Push vs. Pull Method

A push strategy is a strategy focused on "pushing" products to a specific audience. According to Hubspot the goal of a push strategy is to bring what you offer to the customers, which is a good strategy for new products. A pull strategy works in the opposite direction with a focus on "pulling" customers in and drawing them towards your product. The goal here is to create loyal customers by providing what they are looking for and solving their problems. Pull strategies are better for building long term relationships with the customers.

For the Meet the Professional's event it would be best to use a **pull strategy** for both the student and the alumni. While the Meet the Professional's, event is going to be new to this school year we want to build better relationships between the event and the customers. We want the alumni to keep coming back and participating for years to come as well as be more likely to participate in other Marketing Program events. We want to build loyal alumni who will get others to see the value in these events as well and in turn boost even more participation. If we can get loyalty from students, then when they are alumni, they will also me more likely to seek out these events

and come back to participate in years to come. The goal here is to show the students and the alumni the value in the event and pull them into participating.

Length/Size/Types of Ads
There are many different types of paid advertisements such as:

- Broadcast commercials
- Online videos
- Print ads
- Radio commercials
- Streaming radio/podcasts
- Digital Ads

For our purposes it would not be feasible to broadcast on television or the radio to our target markets. This is because many marketing alumni are not local to Bellingham where the advertisements would run. With that, students are less likely to pay for television cable packages and often listen to online radio streaming services over the traditional radio.

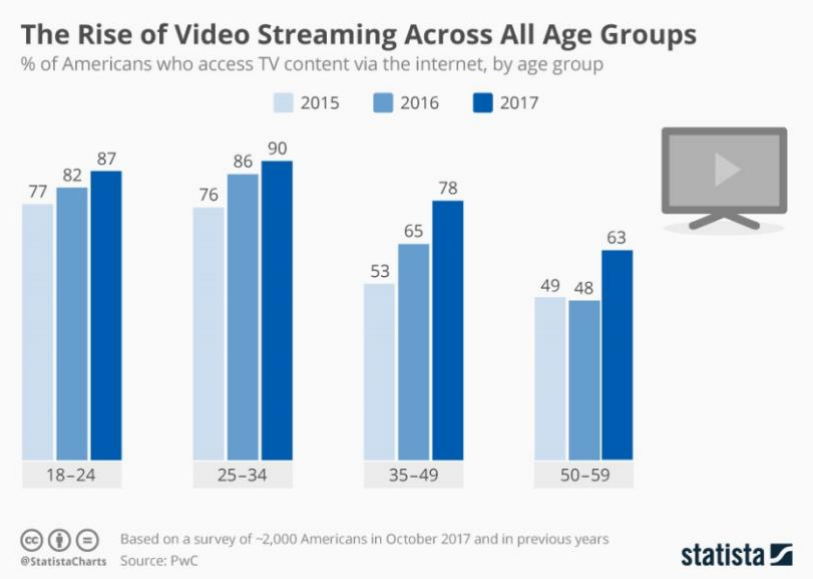
However, no matter what form the advertisements come in the longer the advertisement the more expensive it is. As well if the print/image is bigger it is also more expensive. Smaller or shorter ads can be just as effective if matched with higher repetition.

Media Scheduling
With our owned and earned media we focused on a pulsing strategy. However, for paid media it would be more cost efficient to use a flighting strategy. This is only advertising during specific times. Flighting would be best for paid efforts to be more cost efficient. It also would not be as efficient to be spending money to promote an event that is not happening for a long period of time. Therefore, it would be best to start paid promotions closer to the event, within the school quarter that the event is going to take place in.

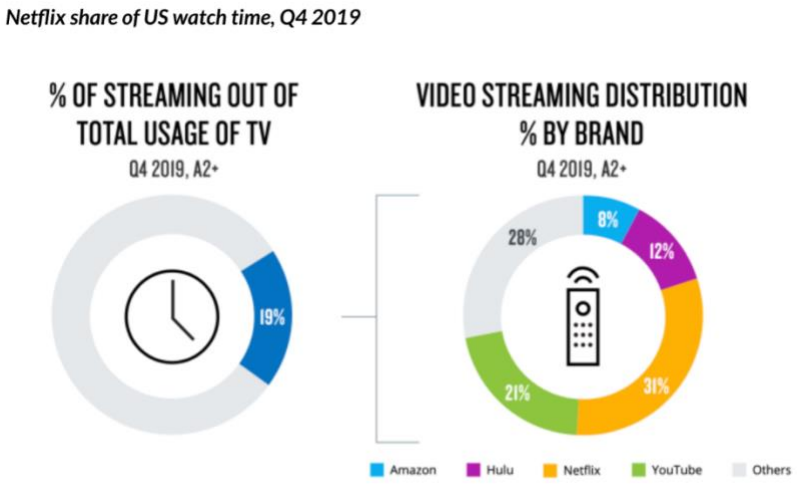
Media Mix
Target audience: marketing program students and alumni of Western Washington University who graduated 12 or more years ago.

What mix of media does the target market use?

Streaming TV Services
Streaming services are becoming more and more popular, to understand what streaming media our target audience uses is important.
This study by Statista shows the increase in streaming from 2015 to 2017 among different age groups:

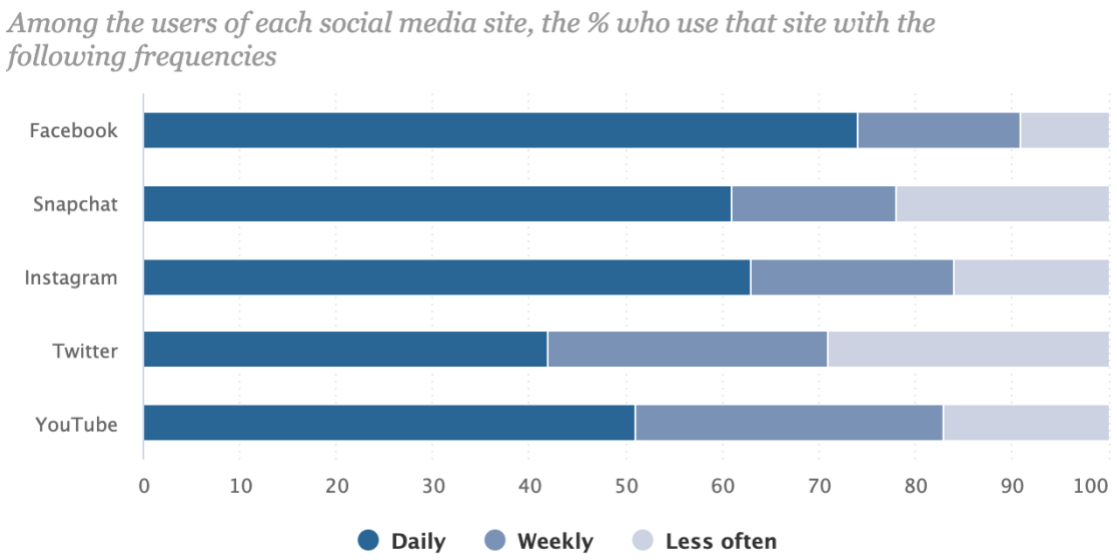


Furthermore, here is what types of streaming services are most popular according to [Business of Apps]():

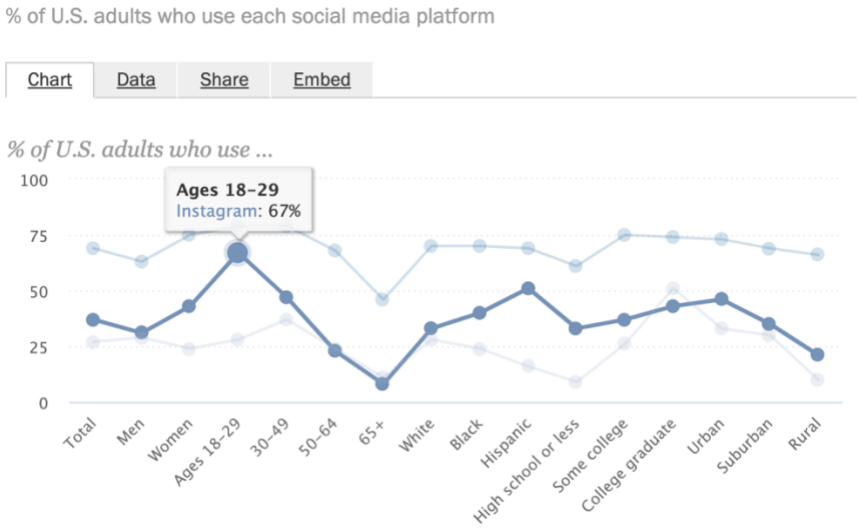


Social Media

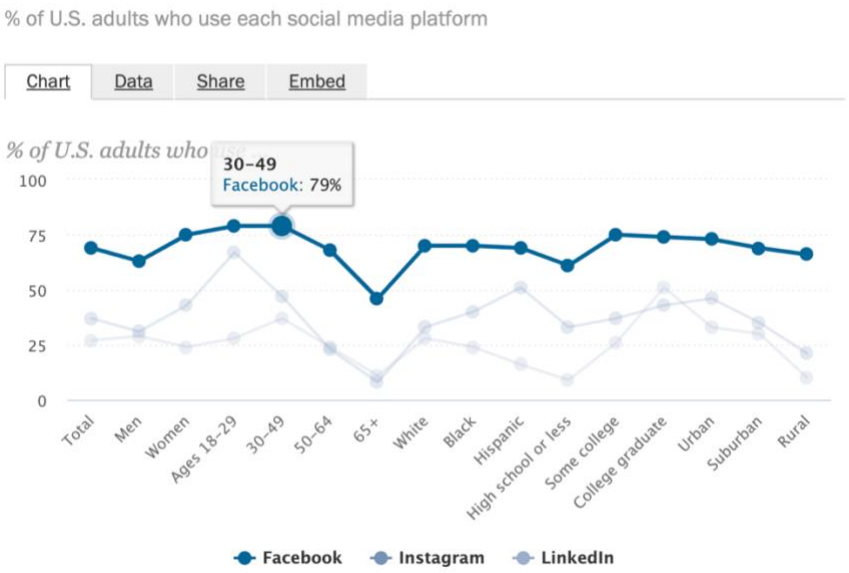
First let's discuss how many adults use social media, how often people use it, and which social media platforms our audiences use. [Pew research]() published the following statistics about social media in 2019.



Students:
This study by Pew Research shows that 69% of people age 18-29 use Instagram. Therefore, you could run a paid campaign on Instagram to reach that audience.



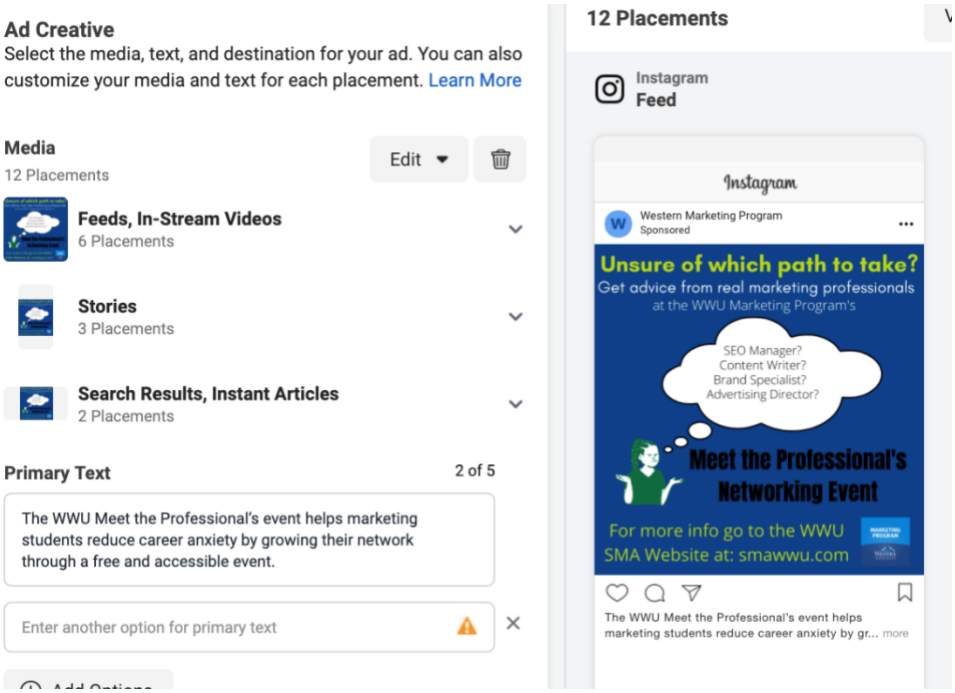
Alumni:
Like above, this chart shows that 79% of people ages 30-49 use Facebook. In comparison, only 47% of people in this age group also use Instagram. Instagram would still not be a horrible option for this segment but if you were to pick one platform you would have more reach on Facebook.



This data helps to provide evidence to our earlier statement that Facebook and Instagram are most popular among our target segments. Therefore, if a paid social media campaign was to be ran it would be beneficial to focus efforts on those platforms. Examples on how to do so, below.

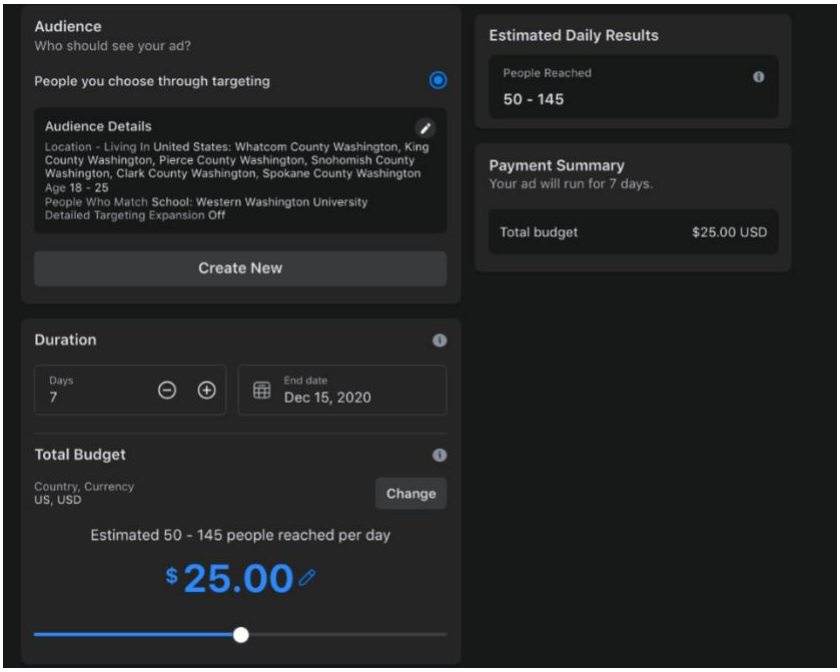
Social Media Paid Advertising Examples

For the student segment mockup, we took our original owned media post and then transferred it into a paid media campaign on Instagram using [Facebook Ads Manager]. This manager gives the option to post on just Instagram, just Facebook, or both. Here is what that owned media would appear like if it was made into paid media.



This gives you the ability to use the same graphic in many ways, either through a single post or maybe even posting it on an Instagram story. Putting the unique selling proposition in the caption helps drive that knowledge objective we are striving for.

Based on general demographics, using the largest Zip codes in Washington state to narrow down our campaign and then using Western Washington University as a filter we were able to see a potential reach estimate and cost provided by Facebook Ad Manager below:



This shows that if we use just this basic information and spend 25 dollars every 7 days we could potentially reach an estimated total of 50-145 people during that given week.

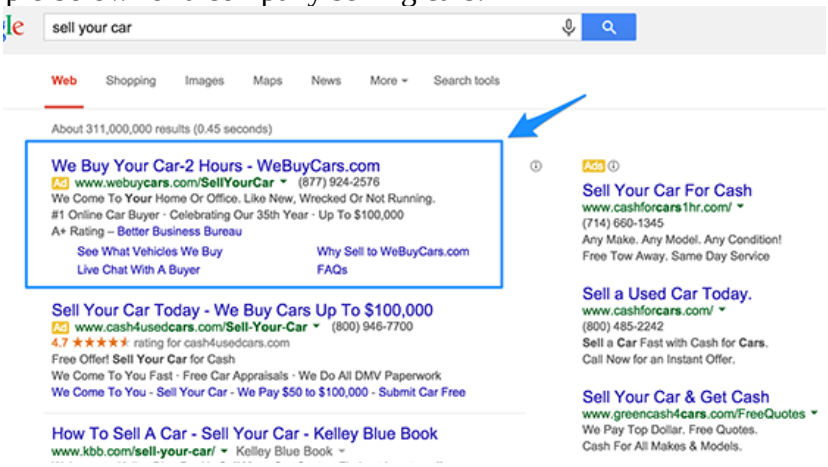
The same principles can be applied to Facebook for the alumni segment, here is what a Facebook Ad may look like:



Other Media Types and Costs
Along with paid social advertising there is also the option of advertising on search engines or specific websites.

Search Engine Ads
Another form of paid media is Google or Bing Ads, these show up at the top of the search results page and are labeled with the word Ad on the left-hand side. An article by WordStream explains how Google Ads which, "is Google's advertising system in which advertisers bid on certain keywords for their clickable ads to appear in Google's search results. Since advertisers must pay for these clicks, this is how Google makes money from search."

Here is an example below for a company selling cars:



Banner Ads

Banner ads according to Digital Information World are, “Banner ads are a unique form of hypertext link. The difference is that instead of text, the link is shown as a box containing graphics and, sometimes, animation. By technical definition, they are rectangular graphic displays stretching across the top or bottom of a website or down the right or left sidebar. The graphic element makes a banner ad similar to its printed counterpart, but with the added ability to bring a customer directly to the advertiser’s website. They can either be static or animated, depending on the technology used to create them.”

Here is an example of a banner ad on the New York Times site:



Costs

Type	Costs	Total Cost
Facebook and Instagram Ads	$25 per week	$100 per 4 week period
Google Ads	Google ads works on a cost-per click basis, the average CPC in the United States is between $1 and $2 dollars depending on the keywords chosen	Depends on the amount of clicks the ad gets and the keywords selected.
Banner Ads	The cost of banner ads is directly proportional to the size of the advertisement. On average, an experienced and professional company would charge between $20 CPM to $80 CPM (Note: CPM means cost per thousand impressions)	…Also depends

Best Option

Out of all these options provided social media would be the most feasible option and best choice for paid promotions over television and search engine advertisements because they are the easiest to set up and manage.

Out of Home Media (OOH)

Out of home media refers to any media that reaches the consumer outside of their home. This means that is media that they consume in the outside environment. Typical examples of out of home media are billboards, posters or fliers, mass transit placards, bulletins and more. For the Meet the Professional's event, the most efficient out of home media for the **student** segment would be to place fliers, banners, and sandwich boards around campus, specifically in Parks Hall where most marketing classes are located, in future years post the Covid-19 pandemic. This is because this is where the students will most likely be because that's where their classes are, and they are more likely to stop and digest the message in an academic setting.
For our alumni segment out of home media may not be feasible. This is because our alumni are in locations all over Washington and beyond, it would not be efficient or feasible to try and make sure that these people are exposed to this out of home media because they are so spread out.
Here is an example of a banner that could be hung in parks hall either on the main floor as people walk in or outside on the building. The "when" and "where" are blank because that has yet to be determined and this will be hung when classes are back on campus and the event is no longer on zoom. Notice that the banner includes the students unique selling proposition and the campaign theme.

These banners could also be used in poster form by changing the sizing and dimensions of the image for other OOH content.



Marketing Collateral

Robert Katai a content strategist and communication manager, defines marketing collateral as, “a collection of media items that are being used in order to support the sales of products and services.” These are items that run parallel to the main campaign that contains information on the product and includes a call to action. The main goal is to provide the clients with compelling reasons for making an informed purchase decision and assures the customer they have made the right choice.

Examples of marketing collateral are:

- Blog posts
    - These could be blog posts made by people in this class that are relevant to the audience. At the end you could add a promotional banner reminding the audience of the event and using repetition.
- Brochures
- eBooks
- Newsletters

Here is an example of what a brochure could look like for the event. We did not include the date and location so that it could be used over the span of multiple years. However, since there is a spot for testimonials this portion would need to be filled in after the first event. It would also be beneficial to add a picture from the event to replace the place holder image.

Page 1:



Page 2:

TESTIMONIALS

AUTHOR AND YEAR ATTENDED

AUTHOR AND YEAR ATTENDED



A FREE YEARLY EVENT HELD BY THE WESTERN MARKETING PROGRAM

CORE BENEFITS:

STUDENTS:
Allows students to connect with experienced individuals with professionals in their potential career fields, network, and ease post-graduation anxieties.

ALUMNI:
Gives an opportunity for alumni to give back to their alma mater in a meaningful way while also building their own networks and making connections.

Events

Since the Meet the Professional's is an event this whole strategy has been centered around promotion, moreover, awareness and knowledge of the event. Some events that could be done for the main event would be to have advocators go to students marketing classes and give a brief presentation with a Q&A with that advocator. This could be a student in Student Marketing Association that is put in charge of going to these classes or someone in the marketing department that could do so.

Product Placement

Since this is going to be a free event and the event is a service rather than a tangible product the goal here is not to complete a monetary transaction but to get people to sign up for the event. We can promote this event and get people to sign up by moving them through the communication funnel, it starts with awareness, moving to knowledge and liking and then finally ending with purchase, or in this case a sign up. Therefore, the best way to get this event in front of alumni and students would be to place it in front of them where they are. As discussed in the media strategy this would be using the media platforms that they use, such as Facebook for alumni and Instagram for students. If the link to a sign up for the event is embedded in these media posts then it will be easier for the audience to cross that threshold and make a purchase decision. It may also be effective to have a landing page specifically dedicated to sign up of the event, with just the basic information that is clear and to the point for the audience, we could get this landing page out to the audience via email campaigns as well. We also discussed using OOH strategies for the student segment, by placing QR codes on the sandwich boards or fliers it will create greater accessibility for sign up.

Direct Marketing

Snail Mail

A way to get something tangible in front of the audience is through snail mail. This is especially important during current times with the Covid-19 pandemic when we don't have students on campus. Therefore, we could take the registered address that the University has for students and compile a list for the Marketing Program students. From there we could mail out brochures about the upcoming event. We might not have the home addresses of the alumni segment as easily accessible, however, we could create some sort of sign-up form on the Meet the Professional's site page that the alumni would enter that information as well as an updated email so that we could send fliers and brochures to them.

Email

As discussed previously email marketing is an effective way to get information to the target audience. This does not have to be a bland email in paragraph form that the audience is unlikely to even open or read. Using software such as Mail Chimp or Constant Contact can help develop creative content emails that has catchy designs. This way it is more visually appealing and digestible to the audience. With that it is necessary to find a way to get our audience to actually take the time to open and read these emails. This can be done by using creative subject line that included the value proposition that may compel the audience to click on the email, if we can use that one sentence to give them a reason to open the email, they are more likely to absorb the content. It would be best to use the student's student email to reach them. There is also a list of alumni emails compiled. However, a significant issue may be reaching the older alumni generation that we are not already in contact with, this is where that sign up feature comes in to play on the website, if we can get the alumni to the site via social media platforms then we may be able to get them to subscribe with their email to get our content, such as email campaigns and fliers.

Below is an example of an email we put together on Mailchimp for the event. In the email there could be a button that takes the viewer to a website page further explaining the event. A benefit of Constant Contact is that it not only helps you design emails but automate them out to predetermined email lists.



Notice the repetition of the slogan for alumni, “give back and get connected” to increase awareness.

Sales Promotion

The best way to promote this event or service is through owned media. Developing a website page and tab on the Marketing Program site would be beneficial to house any sales promotions that we have. This website could house a page dedicated to all the marketing events and classes offered. This would be the site that the audience goes to in order to register for the event. As well as it being where they go to find other content, subscribe to email notifications and get other resources that the marketing program may provide. This will give something for our efforts to funnel back too. Meaning that all the graphics we post on social media, on Instagram and Facebook, would contain link to the website. As previously mentioned, we could place QR codes on posters and sandwich boards when classes are back on campus leading them to this site. This would give them all the information that they need about the event.
Since our objective for alumni is awareness this highlights the importance of repetition. It would not be enough to make one single post on social media and then hope that we get people to sign up, it has to be an ongoing conversation with the audience. Alumni need to see some sort of content related to the event specifically at least at bare minimum 3 times every 4 weeks. For students, we are striving for knowledge meaning that we must find a way to get students to find the value and understand the unique selling proposition. However, this starts with awareness as well, once they are aware of the event is when we show them how it is beneficial to them and how it can solve their problem, therefore, to really sell this unique selling proposition it would be beneficial to have it on the Meet the Professional's page discussed earlier.

Point of Purchase Promotions

Since our event is not a tangible product, we can't do point of sales promotions in the regular way. Meaning that there isn't a cash register for us to have our products nearby. However, when alumni and students go to the website landing page to register for the event, we should have links and graphics for the other events held by the Marketing Program. For example, after putting in all their sign-up information and they hit "submit" they should be taken to a page that says something like, "thank you for signing up, we can't wait to see you!" Then down below under that have a section titled, "consider these other events by the Western Marketing Program" with a link to that events page on the website so they can learn more.

IMC Evaluation and Budget

After taking in all that analysis and recommendation the main questions most managers, and you are probably wondering is (1) how do we know this will work and (2) how much will it cost?

IMC Evaluation

The biggest way we are going to be able to measure success is to determine if we met our objectives, both the overall marketing, communication, and media objectives. Our marketing objectives for the Meet the Professional's event were customer acquisition and improving customer lifetime value. The way to measure if we were successful with acquisition is by seeing how many students and alumni sign up and attend the event. Did we fill the seats we had available; did we have a proper ratio of alumni to students etc. Once we have held the event at least one year we can compare those numbers in years to come and set different goals.
For customer lifetime value it may be a little different than the traditional calculation. This is because we don't expect our customers to be making several monetary purchases over the year. Instead, we are focused on how many events they attend over the course of their relationship lifetime. We could measure this by seeing what alumni and student attend different events held by the company as well as the Meet the Professional's event and how many times they keep participating in the years to come, do they sign up the next year as well?

Our communication objective for the alumni was awareness and knowledge for the students. The best way to measure awareness is through primary research tactics like surveys. Sending a survey out to alumni post event might be able to give you a good gauge of how many were aware the event had taken place. Primary research like a survey is also the best way to measure knowledge of the event from the student's perspective. As well as in future years as the students graduate it is going to be important to reevaluate your objectives and test how many of the new batch of students are aware and so on.

Lastly, how do we measure our reach and frequency? To calculate reach we have to determine how many people in the target market were exposed to the content. Most companies rely on software, such as media planning software where you can build your target markets and make sure those people are shown the content to determine their reach numbers. To calculate frequency, you determine impressions, or total number of exposures whether they were duplicated by the same person or not. If you divide the impressions by the reach, then you can see how many times people were exposed more than once on average. The hope here is to have it at least be more than 3 times. While it may be hard to get a definitive answer, you can also use primary research to ask if they saw the content or how many times they did after the event has passed. Possibly doing an exit survey at the end of the event would be a helpful tool for the future.

Budget

Type of Content	Frequency	Total Price
Printed banner for on campus	1 banner in or around Parks Hall	$15.00
Posters for on campus in and around Parks Hall	**20 posters @ 12.99 each** - this would allow for 3 posters on each floor spread throughout the building and then 8 extras to spread around campus in common places like the library and the pod market.	$259.80 plus tax
Social Media paid strategy	$25 per week from our previous mock-up with **4-week trial period**.	$100
Google Ads	If we go with the assumed CPC between 1-2 dollars than taking the average of **$1.50** to estimate. Since we are trying to have at least 75 alumni aware of the event let's assume 75 alumni click through to read more information and 50 students to build their knowledge totaling **125 click-through.**	$187.50
Western Front Ad		$180
Total Cost		$742.30

Both the printed banner and posters costs are derived from the Office Depot website. This is because the WWU printing center is closed due to the pandemic. However, they may be a better option the future because of discounts and the location on campus.

Case Competition

Marketing Mix

Product

The Student Marketing Association's Case Competition is service in the form of an event that allows students to gain experience applying marketing skills learned in the classroom to real world business problems. It's a specialty service that offers students the opportunity to network and gain valuable experiences. Gaining the confidence in reading, analyzing and presenting a solution to a real-world business problem. It's an unsought service since students are not aware of the benefits of competing in the case competition.

Product Lifecycle

This service is currently in the growth stage of the life cycle since not all marketing students are aware of the event or the benefits, but this event has been held for multiple years. As the years continue for the event and more marketing students know about the event sooner in their marketing careers at Western it can move spots in the life cycle.

Product Development

In order to develop the growth of the case competition, the Marketing Program and Student Marketing Association must penetrate the market. One way to penetrate the market is by increasing the awareness of the event as well as increasing the awareness of the benefits. There needs to be more distribution among channels. More distribution among channels allows for more students to learn about the event and its benefits.

Benefits Sought

The benefits sought for the case competition are that students are afraid and have anxiety when entering the job force. A lot of students do not feel prepared to apply the skills they have learned in the classroom to a future job. Out the 25 current marketing students on the survey, only 5 students said that they felt prepared for post college life. There is anxiety around applying to jobs and feeling qualified. Students want to feel confident in their ability to apply skills learned in the classroom to their future jobs. Not only do they want to feel confident in their skills, but they want to be eligible to apply for jobs they are seeking. After competing, students want to feel ready and qualified to enter the job force. The case competition allows students to gain experience in order to help their fear and anxiety when entering the job force.

Features

The Student Marketing Case Competition consists of students competing against one another for the best analysis and presentation of a Harvard Business Review Case. Students have 3 hours to read, analyze and create a presentation. There is no internet allowed. After the 3 hours is up, students present to a panel of judges which consist of WWU marketing alumni and other members of the WWU's marketing program. The winners of the case competition will win a series of prizes with the top prize being a lunch with the founder of New Engine, a digital marketing agency in Seattle.

Product Intellectual Advantages

Students will gain confidence in their ability to apply marketing skills to real world business situations. They will also gain confidence in their ability to network with business professionals. The opportunity given to the students during event will help them when it comes time to applying for jobs. Whether that be reaching out to other marketing alumni or recruiters or in their ability to answer problem questions asked by future employers.

Product Emotional Factors

- Anxiety
- Stress
- Lack of Confidence

There are some emotional factors that come with competing in the case competition. First students could have anxiety about competing it can be an overwhelming feeling to be under that kind of stress. When a student is competing, there is stress from the short amount of time and the stress of presenting the best case. There could also be a lack of confidence since some students don't feel as though they know enough about marketing and business cases to compete. As well as lack of confidence talking with marketing professionals.

Value Proposition

The Student Marketing Case Competition helps students step out of their comfort zone to gain more professional experiences, by holding an event that allows them to network, showcase their marketing skills and gain confidence for future

Price

The objective of the Student Marketing Association Case Competition is to increase brand reputation. Since the event is free and does not use a pricing strategy, it's important the value of the event is shown through the brand. The case competition has been successfully operating for a few years and continues to become more popular as more students are aware of the event. As mores students are aware of the event and the benefits given to students by the event, the brand's reputation is increased each time a student competes. The student marketing association could position themselves as a resource for students to gain more knowledge.

Students are willing to pay for the event in time and effort. The event is free to students; however, they must give up at least 6-8 hours of time to compete in the competition. Therefore, students need to see value in giving up their time and energy to spend most of their day competing. The total cost of the event for students is one day. Unless students take it upon themselves to study for the competition there is no outside requirements.

The overall price helps the rest of the marketing mix since it allows students who might not have the resources to gain professional experience on their own the chance to do so. The case competition gives them the ability to gain professional experience before entering the job force without a cost besides time or money.

Place

The case competition is usually held every year on the Western Washington University Campus, usually in Parks Hall. The benefit of having the event on campus is that students are familiar

with the atmosphere of being on campus. By being familiar with atmosphere students will likely compete better as well as feel more comfortable competing. This year, the case competition is going to more than likely be held virtually. The overall benefit to the marketing mix is that having the event virtually allows more students to attend the event than if it was in person.

Promotion

Since the event is more than likely going to be held virtually for the 2020 school year, this can make promotion difficult. However, there is still a lot of options. The event needs to be advertised on multiple different platforms. This includes channels such as the Western Front, CBE's website, email, and mailed pamphlet to all registered marketing majors as well social media. Social media includes Instagram, Facebook and LinkedIn. By having variety in promotion strategies will allow for more students to be reached by whatever platforms they use most often.

Marketing Objectives

The marketing objectives for the case competition is to increase the growth of the event by 15%. An increase in growth can be an increase in the amount of participation and awareness of the event. Awareness can be increased by making it known to a bigger audience of Western Students through outlet sources such as the Western Front and the marketing program's social media. By bringing more awareness to students of the marketing program will offer the ability for more students to volunteer and participate.

Another outlet to reach is more local businesses. These businesses can be local marketing agencies or local companies that have a large marketing department. This offers them the opportunity to come to the event and see potential candidates for internships and job opportunities. It also brings more awareness to the local businesses for being a sponsor of the case competition or allowing them to come speak to students about their businesses. Local businesses could market themselves at the event by attending the event or by being a sponsor.

Creative Strategy

Product Description
The Student Marketing Case Competition is an event that allows students to read, analyze and prepare a solution to a Harvard Business Review Case. Students have three hours to read, analyze and create a presentation regarding their solution to present to a panel of judges. The panel of judges include Western marketing alumni, business professionals and marketing professors from Western. The winners of the event receive different prizes depending on their place. The first-place prize is typically a lunch with the founders of New Engen which is a digital marketing firm in Seattle.

Brand Description
Western's Marketing Program is for students who are in the marketing concentration. The Marketing Program helps students prepare for post college and their future careers in the marketing industry. The Student Marketing Association who hosts the case competition is a club on campus for marketing students. It's ran by WWU marketing majors and consists of 10 officers and over 20 members. The club is held every Wednesday from 6:30-7:30pm. Each meeting there's a different guest speaker. Guest speakers are usually marketing professionals who are either alumni of Western or are connected to someone in the club. The speakers give a presentation about related marketing topics, about their job and/or advice. Students can take notes and ask questions.

Target Marketing Description

Current Marketing Students	
Demographics	Students 18-25-year-olds
Psychographics	Value education, interested in marketing and business in general, and live an active lifestyle
Geographic	Washington State – King & Snohomish Counties are majority of students
Benefit Sought	Networking, professional headshot, teamwork and professional experience to add to resume as well as apply marketing skills to real world experiences

The target market is current marketing students who are already accepted into the major. These students will benefit the most from competing since they have already chosen marketing as their career path. It does not matter if they are just recently accepted, have been in the major for a while or are about to graduate. The age range is 18-25 years old. According to **Western's Student Enrollment Report**, most students who attend from Washington State. The three

biggest counties that students are from consists of King (32.3%), Snohomish (14.7%) and Whatcom (12.9%).

Problems and Brand Benefits

According to our survey conducted of 21 current marketing students, there are four overall problems as to why students don't compete these include: lack of awareness, lack of confidence, lack of value and lack of time.

Students do not compete due to outside activities they would rather do instead. These include, working, taking time to themselves, homework, and hanging out with friends etc. Students don't understand the value in competing enough to want to give up an entire weekend day. Weekends are important to students, but they don't understand that competing in the case competition is more important than one Saturday in the quarter. Some students don't have the opportunity to compete due to busy schedules however, they need to understand that making the case competition a priority will benefit them in the long run.

The current problem for recently accepted students is they feel as though they don't have enough skills in marketing to compete in the case competition. There is an intimidating feeling that comes with presenting a case when a student does not have a lot of experience in marketing. When a student is first accepted into the marketing major, there is a possibility that they have only taken one marketing class or none. As a student it's difficult to want to present to a panel of professionals when there is little to not experience presenting under the circumstances. The benefits from the case competition need out way the student's anxiety of not feeling ready. Students don't understand that competing early allows them to gain more experience than other students as well gives them marketing experience for future marketing classes.

Students who are not far along in the major have the problem of not wanting to compete since they don't feel like they need to yet or are not ready to compete. Some students might not want to compete due to not being that far in the major and feeling as though they have time. The problem is the case competition only happens once a year. This does not give students enough time to compete as much as they should unless they understand why it's important to compete as early as you can in the major. Another issue is students are not that far along having the same feeling of anxiety when considering competing in the case competition. There are classes that are required to take by the department but depending on where you are in credits you might not get into these classes until your 3rd or even 4th year. By showing the students the benefits of the case competition out way the feeling of not being ready it will make students want to compete as early as they can.

The last group of students are students who are about to graduate. These students have taken most of the marketing classes offered at Western. But they do not see the value in competing in the event. They are far enough along that they currently have experiences on their resumes and that adding another thing does not seem necessary if it requires time out of school. These students might not care enough to want to take the time to compete and feel as though they have already done it before. Since most marketing classes offered at Western already involve some case analysis, these students feel as though they need to do it again.

After competing in the event, students will have the feeling of success. The case competition allows for students to present themselves and their marketing skills to a group of marketing professionals. This comes with a feeling of accomplishment. This benefit will encourage students if possible, to compete again and will encourage them to see the value for others to compete. Some students did not want to compete but were convinced by professors and other students to compete and were appreciative after the event that they did it.

Support/Evidence

According to our survey of 22 current marketing students, more than 60% said that they did not compete in marketing program event due to lack of confidence. As well as lack of awareness and lack of time. Due to these issues, students don't want to compete. When asked about their knowledge on the case competition only 6 people were extremely knowledgeable about the event. That is why students need to be more aware of the event to increase the participation level. The more knowledge students have about the event the more confident they will be and the more likely they will be to compete.

Positioning Statement

For current marketing students at Western, who have anxiety about applying for jobs from lack of experience in marketing skills and networking. The Student Marketing Association Case Competition is the only marketing event that provides first-hand experience presenting to marketing professionals and allows students to build their networks, all the while showcasing their marketing capabilities. Unlike other case competitions on campus, this is the only marketing-based competition and the only event to gain this type of experience.

Campaign Theme

Tagline: Are you up for the case?

Type of Appeal: Humor and Rational

The overall appeal to the case competition is rational. In a school setting, students are used to getting logic, facts and data when learning new things. By presenting the competition as a rational decision to help a student's future, they might be persuaded to compete. However, students still want something that sounds fun that is not as serious, this is where humor comes in. Humor tied with rational is a great way to achieve engagement as well as seriousness. Students are more likely to want to compete if they understand the benefits of the competition and this is shown in the tagline "Are you up for the case?" This will make them question whether they are ready for the real world or not. This is also seen as humorous since it's questioning if you are up for the challenge or not.

C**ommunication Objectives**

Objective 1: Increase brand awareness of Student Marketing Association Case Competition among the current marketing students by 15% two weeks before competition.

In order to increase the awareness of the event, there needs to be repetition of a sticky slogan and the slogan that was chosen for the case competition was “are you up for the case?” This will remind students about the case competition every time they hear it or see it.

Objective 2: Increase brand knowledge of Student Marketing Association Case Competition among the current marketing students by 15% two weeks before competition.

In order to increase knowledge about the event, there needs to be a unique selling proposition. The Student Marketing Association helps students prepare for their future careers by hosting an event that allows them to network, showcase their marketing skills as well as present professional to a panel of marketing professionals.

Once the awareness and knowledge are achieved than there can be a focus on increasing liking for the case competition and to encourage students to compete. The more students know about the event, the more likely they will want to compete. They will know the benefits of the event and be more likely to compete.

Media Strategy

Media Objectives

Reach: Reach at least 30% more students than previous years two weeks before the competition.

Frequency: 8 new impressions during the 4 weeks leading up to competition

Gross Rating Points: (0.3 x (8x4) x 100) = 960 GRP

Frequency is how many times students are exposed to the content about the case competition and reach is how many times the ad was in front of the target market but that does not necessarily mean they saw it. Both are important to keep track of, but frequency determines if the content is being absorb or not. Ads can be seen by students but that does not mean they absorbed the information. Therefore, it's important that we use reach to help us increase our frequency. The more students that are reached with case competition content, the better chance students will see the ad.

Media Scheduling:

Flighting: Starting and stopping depending on time of year



A flighting approach would be the best method for promotion since the case competition only happens during winter quarter therefore it does not need to be promoted year around. This means that promotion only needs to happen from the start of winter quarter and continue to promote up until the case competition in February.

Promotion Budget:

Tactic	Cost	Frequency	Total Cost
Western Front	$50/week	6 weeks	$180
Facebook Ad Instagram Ads	$1 per day for impressions $5 per day for clicks, likes, or views $40 per day for app installs or offer claims	6 weeks	Depends on interactions with the content

A recommendation of a 6-week frequency is shown since the case competition is generally in winter quarter. This 6-week time frame allows for posting about the competition at the beginning of the quarter and leading up the competition. This encourages students to plan and be aware of the case competition as soon as possible. Students have very busy schedules, and any chance they get to plan will be most beneficial. Also, the more awareness to the event gets early on, the more likely the event will be remembered by students. The more times the event details are shown to a student the more likely they are to remember and sign up to compete.

Owned Media

Persona

A current marketing student at Western who does not have a lot of professional experience. This student might have job experience, but they don't necessarily have marketing experience or little to none marketing experience. The student is willing to put in the time and energy to gain experience but doesn't know how to go about finding experience. They don't have a lot of time, but they are willing to change their schedule to make time if an opportunity was to come their way. The only way they will make time is if the opportunity seems valuable and worth the spare time they do have.

Current Topic Suggestions:

1. Professional presentation experience
2. Networking experience
3. Apply marketing skills learned in the classroom to real world situations

Content Types:

1. Email
2. Social Media
3. Website
4. Text Messaging

Brand Promise

The Student Marketing Association helps current marketing students gain experience of presenting in front of a panel of judge, networking opportunities, and the ability to learn new marketing skills while competing in the annual case competition.

Publishing Frequency

Students check their social media channels every day, therefore posting on social media should be the priority. The publishing strategy that needs to be used is flighting and this means that it's only going to be posted for the 6 weeks before the case competition. In the first 4 weeks, the media can be posted twice a week. In the last 2 weeks, the frequency can be decreased to only once a week since most students should be signed up for the event by that time. Eventually it'll be too late to compete in the event. However, if there are still volunteers needed for the event than more graphics posted for volunteers can be posted more frequently.

Channels and Reach:

1. Email
2. Student Marketing Association's Website
3. CBE's Marketing Concentration Website
4. Instagram
5. Facebook
6. LinkedIn
7. Videos

Examples

Online videos can be a great way to grab a student's attention, it's a lot easier to watch a video than read a post. Videos can be short and right to the point. There are a lot of ideas that can be easily executed using video making websites and software. Here is an example using Adobe Spark, this video's story plot is to show students what a typical day competing looks like and how it can benefit them. This video will not only make competing seem less intimidating but will also inform students about why competing is important.



https://www.youtube.com/watch?v=DwejjM_7js0

Earned Media

Objective

An earned media post is determined by the amount of shares and reposts your owned media has received. Earned media is based on creating content is chosen to be shared by others and there it becomes earned. Once someone decides to share your post it's earned media since it's now being shown to wider audience based on the person liking the content your created. The objective of the case competition earned media is to achieve at least 35 shares on both Facebook and Instagram. This includes anytime it's shared from the time it was posted to the time the day of the case competition.

Publishing Platforms:

- Social media: Facebook, Instagram and LinkedIn
- News Outlets: Western Front

Media Topics:

1. When is the case competition and when do you need to sign up by?
2. What is the case competition and how does it work?
3. What are the benefits of competing?
4. How has it helped winners in the past?
5. How to get involved if you are not ready to compete yet?

Owned Media:

- Social Media: Instagram, Facebook and LinkedIn
- Press Release: Western Front
- Email: All registered marketing students currently in the email list and students on the Student Marketing Associations mailing list
- Snail Mail: All students who are declared as marketing majors or students who are currently accepted into the major

These owned media sources are determined to be the most effective channels in reach students through owned media. According to Sprout Social, the demographic of social media use among people aged 18-24 is Facebook (76%), Instagram (57%) and LinkedIn (17%). These three platforms were chosen based off already exist platforms within Western's Marketing Program. Currently most students are highly active on social media platforms. However, there is does not seem to be engage with the Western Marketing Program's social media. Students are either not aware of the marketing program's social media or they choose not to follow it. This need to be changed as a means of creating content that is beneficial to the students.

Western's Marketing Program Facebook is used mainly by Alumni. Facebook can be another platform to reach students on be more engaged on by posting more frequent content that pertains to them. LinkedIn is another option to post relevant content related to marketing events, most students are required to have a LinkedIn for class. Students who are in their last few quarters at Western are highly active on LinkedIn due to taking marketing classes that require writing blog post content. This is means that they check LinkedIn at least once a week, if not more, therefore utilizing this platform is ideal. The posts are more than likely going to be seen by students than not.

One piece of owned media that is not as influential is the Marketing Department's section on the CBE's website. Student do not engage with this platform as much as they do social media. Therefore, this platform needs to be the utilized less compared to social media channels. Students have busy schedules and need their information quickly and efficiently. Social media is one of the most efficient platforms to write valuable information that can be easily seen and read. The website offers lengthier posts that students are less likely to read. If the marketing program decides, one option to increase quick information for marketing students is to create a landing page that will direct the students to the Student Marketing Association's website. The landing page can direct them to the case competition and how to learn more.

Media Value Proposition

A journalist such as one that writes for the Western Front may want to do a story about the case competitions to increase the brand awareness and knowledge. This event provides benefits to students they will not get anywhere else. It's an opportunity for students to gain experience that can be shown on their resumes. A story written about the competition could provide students the information they need and inform them the reasons why competing will help them in their future. A lot of information about the case competition is overlooked and this story would allow students to gain the insight they need without missing anything. Journalists who work for the Western Front would want to write a story about the case competition because it would not only help them in their practice writing news stories, but they'll also be helping other Western students. Students want to help each other and this win-win for both parties involved.

WOM Value Proposition

Current students want to participate in events but don't want to participate alone. A student might want to share a post about the case competition for their friends to see the information and want to compete alongside the other student. It's easier to compete in events that involve people you know and feel comfortable around. Therefore, students want to compete with their friends.

Another reason why students might want to share information about the case competition is to encourage other students to participate. Officers and members of the Student Marketing Association want marketing students to compete therefore by sharing the media on their media channels will increase awareness and knowledge about the event and therefore increase the number of students wanting to compete.

Earned Media Options

Public Relations: Press Release & Feature Stories

One earned media option to focus on is a press release in the Western Front. At the current moment, the press release will be posted on their website however once the event can be held again in person it'll be in the paper. This will open doors for students to read about the case competition and allow new people to see what the event is about. However, only marketing majors or potentially some marketing majors should be the ones to compete in the event, it can be beneficial for those who might want to volunteer or for professors to want to judge.

A feature story could be about a past winner and how it was able to help them land a job. It does not need to be about necessarily landing a job directly from competing but rather from what they learned while competing. The story could feature snippets from past winners talking about their experience as a winner and how it made them more confident when apply for future jobs.

Press release example:

EVENT PRESS RELEASE

President June Jeng

Jengj2@wwu.edu

http://smawwu.com/

The Student Marketing Association's Annual Case Competition will be held at Western Washington University's Campus in Parks Hall or virtually in Spring 2021.

The marketing case competition provides marketing students the opportunity to get first-hand experience presenting to marketing professionals, networking, and the ability to showcase their marketing capabilities. The event will help students grow professionally and individually. Students who compete will gain more confidence that will help in the future.

A student who competed last year, Lia Wielick talks about the benefits of competing;

"Competing in the Student Marketing Association's Case Competition benefited me because it gave me the opportunity to put my knowledge of marketing to the test. It helped me practice my critical thinking skills, and presenting to a panel of judges helped me to become a better presenter and public speaker."

This competition is for current marketing students to compete in teams of three against one another for the best solution to a Harvard Business Review Case. The students have three hours to read, analyze, and provide a presentation to a panel of judges that consist of WWU marketing alumni and marketing professors. After the first round, three teams move onto the final round to compete for the winning title. The winning team will win an opportunity to meet with the founders of New Engen which is a digital marketing agency in Seattle and a sponsor of the event.



The student marketing association is a club on campus ran by WWU's marketing majors. The club consists of 10 officers and over 25 members. The club is held every Wednesday from 6:30-7:30pm. Every week there is a guest speaker who is a marketing professional and an alumnus of Western or somehow connected to someone in the club. The speakers give a presentation about marketing topics within their jobs and their journey to how they got to where they are in their careers. Students have the opportunity to learn about new career paths as well as ask questions and learn valuable tips on how to be successful in the industry. The club provides resources for students to gain valuable insight into the marketing industry.

Social Media: Likes, shares and comments

Most platforms allow others to like each other's posts. This is important for the case competition to determine how the media is being reached and which channel is most effective. By looking at likes, this determines that the students indeed saw the post. It does not necessarily correlate to how many people are going to compete, but it will allow for the department to determine how well their posts are being seen by students.

Shares it is way to determine how well students are choosing to engage with the posts. The more shares you receive, the more likely the content will be seen and engaged with by students. These students who see the shared posts might become interested since most people are friends with other students within their majors.

Comments are an opportunity for students to ask questions. This allows them to as the ability to ask questions easily and allow for the Student Marketing Association and/or the marketing program to efficiently reply in a timely manner. It's fast and can be easily accessed by any student who has social media. Comments can also be useful for students to see the replies to questions that other students might have because more times than not if one student has a question, another student likely has the same question.

Word of Mouth: Reviews

If a student were to here's a positive experience from another student, they would be more likely to participate. Competing in a case competition can be very intimated for students who don't know what to expect, but those students who know others who have competed makes it seem less initiating. Sometimes when a student has a successful experience it will motivate other students to want to do the same.

Measuring Effectiveness

One way to measure the effectiveness of your media is to measure how many new followers you receive on all platforms. The more followers you receive, the better since that means more students are becoming aware of the marketing program's social media as well as the Student Marketing Associations. Followers does not mean that they are necessarily looking at the media you are posting but it can factor in after posting a media piece and seeing if you get anymore followers from the that post.

Another way to measure effectiveness is to count the number of times your media gets shared by students other than the ones who either created the post or the ones who posted it. The more shares you get, the better you know your media is reaching the right people.
Anytime you get a lot of foot traffic on a post, that can be a good indicator that students are engaging with the media and that it's working the way it should. Posts that receive likes, comments or shares is a good indicator that the form of media works the best for your target market. Some channels might receive heavier foot traffic and if so than that platform should be the one you post on the most.

Media Priorities

After doing research for the target market, it's determined that the best channel to reach marketing students is through Instagram. This allows you to determine how many likes, shares and comments you are receiving. The best way to use Instagram is to post on stories. This does not allow for comments or likes however it can be easily shared among students. As well as most students are likely to see a story rather than a post. However, the use of posts should still be utilized as it gives more measurable results and is more suited for large content posts regarding the case competition.

Paid Media

Media Objectives
Reach: Since the case competition is already known among students within the department who have either competed before or are active in the department the reach needs to be focused on value. Students are not seeing the value in attending the event or making it a priority. The reach for the competition is to reach those students that are aware of the event but are not aware of the value in competing. The reach needs to be about 30% more students aware of the value provided by the event. If at least 30% more of marketing students are aware of the event, then more likely there will be at least half of those that will take the information and persuade them to compete. The other 15% will likely still not make it a priority. But those 15% that now understand the value in competing will match the marketing objective of bringing 15% more student growth in outlets.

Frequency: The more a student is exposed to a message during a specific period as well as how many times within that specific time, the more likely will be able to recall the message. Therefore, the more frequently students can see the information about the case competition the more likely they will compete. For this specific event, the frequency needs to be at least 4 times for the 4 weeks leading up to the case competition. This number is not overwhelming nor too little that it won't have an impact on students.

Pull Strategy
The case competition needs to be a pull strategy where the media produced is going to pull students to the event. The marketing department and Student Marketing Association wants to create a loyal relationship with its students and the pull method will help. The goal of the pull method is to show the customers that their product or service is what they are looking for and can be the solution to their problem. In this case, the event can help students with the problem of not having experience before graduating. The case competition is a solution to this problem by giving students experience and this can be shown by pulling students in with the use of paid media.

Type of Ads:
- Print Ads
- Digital Ads
- Online videos

Paid media has multiple different forms and the three that most applicable to the case competition are print ads, digital ads and online videos. Since the case competition for 2021 will be virtual, these three ads can be easily accessible while being at home. Print ads can be sent to households which explain the details about the event. In the years to come when the case competition can be held in person again, print ads can be used to be displayed on campus in Parks Hall, Communications Building and Academic West. These three locations were chosen because most marketing classes are within these three buildings. Print ads also offer the opportunity to place QR codes that allow students to scan for more information about the event.

Digital ads are the easiest to create as well as display. Graphics can be simply made on Canva or other creative platforms. These ads can be posted across multiple different platforms such as Instagram, Facebook, and LinkedIn. They all allow for students to see the posts and be engaged with the content. The digital ads also allow for links to be placed within the posts so that students can easily access more information.

Here is an example of a digital ad that was created using Canva which can be posted on Facebook, Instagram or LinkedIn:



Media Scheduling

Paid media can use flighting as a scheduling method since paid ads for case competition only need to be seen when it's the time of year the competition happens in. Therefore, the ads only need be seen from January to February up until the case competition. The paid ads can end early since they'll eventually be deadline for students to register for the event.

Out of Home Media (OOH)

Out of home media is anytime a consumer sees media that is outside of their house. This usually includes media that is outside such as posters, billboards, bulletin boards and sandwich boards. For the case competition the best use of out of home media would be posters and bulletin boards. At the current moment due to the COVID-19 Pandemic, this is not possible but out of home media is a great idea for future years to come when competition can be held again in the future. Posters in the future can be hung in any of the buildings that marketing students as class. These include Parks Hall, Communications Facility and Academic West. On top of that, out of home media can include putting posters and flyers up on bulletin boards. There are a lot of bulletin boards in Parks Hall which is the business building and students pass by the boards in between classes.

Here is an example of a poster made on Canva which includes a QR code that can be made online for free and this poster can be hung in Parks Hall, Communications Facility or Academic West



Marketing Collateral

Since this year's event will likely be held virtually this section is not applicable to the spring 2021 case competition. However, in the future years, marketing collateral is can be anything that contains information about your product/service. There are numerous examples of marketing collateral and these include:

- Brochures
- Newsletters
- Flyers
- Business Cards

Here is an example of a flyer that can be handed out to students in 300 level and above marketing classes. This is a great way to ensure that students are being reached by handing out flyers that will hopefully not get thrown away and will help students recall the event.



Events

There are a few different events that could be held before the case competition in February. These events include the Student Marketing Association since they'll be the ones more than likely holding the events. Some suggestions for the events are Instagram live where students can ask questions regarding the case competition. Another one could be a club meeting on how to read a case. As well as the best practices for going about competing in the case competition since it can be extremely overwhelming the first time you hear what it entitles. Other suggestions include practicing for the case competition. Any of these options or all these options are a great way to encourage students to part take in the event. More than 65% of the students who took our survey said that the reason they don't compete in the marketing program event is due to lack of confidence. If students feel as though there is preparation for the event, then they will be more willing to partake since they will feel more confident. The more prepared a student feels for the case competition, the better job they will do while competing.

Product Placement

A product placement could be anytime the case competition is strategically placed. This could be anytime it's placed in the department. For example, when professors or students come into a classroom and someone from the student marketing association has written about the case competition on the white board it allows anyone in that classroom to see the details. Product placement can be used anytime the product would appear that is not normally where it would be. Another example would be for student marketing association officers to give a brief presentation about the case competition to their fellow classmates that might not be informed about the product. The product needs to be directly placed in front of the students to ensure that the students will be able to recall the event. This could also be done having a direct link on every Canvas page used by market professors. Students would then be able to see the link on multiple different occasions and therefore more likely be able to recall the details. In order the more you see the something, the more likely you are to remember it. If the students remember the event, they'll be more likely to want to compete in the event.

Direct Marketing

Snail Mail

Since most students are either in their hometowns or living in Bellingham and don't have a way to see to posters snail mail can be used instead. The best method to using snail mail is to send a flyer explaining what the case competition is about and why a student should compete in the event. This flyer can be mailed to only declared marketing students or students who have been accepted into the major. In order to do this, the marketing program would need to get a list of all the students in the major or declared as marketing. After this, the pamphlet can be sent to all the students on the list.

This method could be important to take advantage of since students check their mail as well as other household members check the mail. This will make the students aware of the event as well as potentially others. The pamphlet can be sent to whatever registered address Western has for the marketing student. The point of using snail mail is to reach as many students as possible and this method that allows for more than just the student to see the information about the case competition. By having others see the case competition pamphlet than the student might be more likely to attend the event with outside support encouraging them to attend.

Here is the same example of the marketing collateral that can be mailed instead of handed out:



Email

This is one of the easiest methods of communicating and the most efficient way to reach students. Not all students read their emails or check their Western emails however, there is enough students that regularly check their email. It's cheapest option. The WWU Marketing Program is already efficient at sending emails. This another opportunity for them to send one regarding the case competition. Not only should the marketing department send one out but should the Student Marketing Association. They also have an email list that is currently up to date with all active members of the club. The email list includes all marketing students that are members of the club but not all marketing students in the program. In order to be most efficient both the marketing department and the club both need to send emails regarding the event. Here is an example of an email made through Mail Chimp that could be sent to students regarding the case competition:



The Student Marketing Association Case Competition will be this Spring! Due to the Covid-19 Pandemic, this years event will be held virtually through Zoom.

Students have 3 hours to read, analyze, and present a Harvard Business Review Case to a panel of judges. These judges include Western's Marketing Department Alumni and Professors. The top prize is a chance to have lunch with the CEO of New Engen which is digital marketing agency in Seattle. Other prizes include gift cards from local business around Bellingham.

The benefits of competing in the case competition include, netweeking with marketing alumni, professional headshot, and another marketing experience you can add to your resume.

Register today before it's too late!

Learn More

Sales Promotion

The best method to reach current marketing students and inform them about the case competition is through owned media. Owned media the most feasible in this situation as well as the most practical. It's the cheapest option. Owned media can be free of cost unless the marketing program pays for automated emails through Mail Chimp but it's free up to 2,000 emails. The best method of owned media is social media. Creating Ads for social media is easy to do and can be used across multiple different platforms. Graphics that are created can be reused in later years. Social media is one of the best ways to reach students within our demographic for the case competition. It's easily trackable and most business social media apps will give a breakdown of basic analytics.

Point of Purchase Promotions

The case competition is an event and not like your typical product so there is not a way to have it by a check stand. However, point of purchase is still possible it just needs to be done in a different way. One way to do point of difference for the case competition is to have this event linked to the Meet the Professional Event. Anytime a student or alumni goes to search for the Meet the Professional event they will also see a landing page that will have the link to the case competition. If the any of the marketing events are going to be sent out over email, there could be an additional section that has "upcoming events for the marketing program." This area could have the case competition as an upcoming event if it's happening after the Meet the Professional event or whichever one comes first. Another way to do this is to have an events tab on the CBE's website with all the events listed together in one area so when someone goes to search for one event, they get information about all the events.

IMC Evaluation

In order to evaluate the marketing program's IMC plan for the case competition is to determine how well stated marketing objective, communicative objective and media objectives. The marketing objective for the case competition was to increase the growth outlet by 15%. One way to measure this is to determine how many students competed the year previously and then determine if there was an increase in the number of students competing. It can also be determined if there was an increase in volunteers or outside of the marketing participation.

The communication objective for the case competition was increase brand awareness, and knowledge by 15% two weeks before the competition. In order to determine if this was met or not is to see how many more students competed in the event as well as many students saw the media posted about the competition. This can be determined by checking the analytics on Facebook Ad manager, Instagram business and LinkedIn has some built in analytics. As well as checking to see the open rate of the emails sent through Mail Chimp. The data will determine if more students were reached this year vs. how many students are in the program. It might be hard to determine how many students saw owned media if it's something such as a poster, but it could potentially be based off how much foot traffic happens throughout the day in the building that it's hung. One way to determine if marketing collateral has been seen or not is depending on how many flyers were passed out or taken from the table.

The media objectives for the case competition are to reach at least 30% more students than previous years. In order to determine how many times your media was reach is to go onto Facebook Ad manger analytics, analytics of Instagram Business as well check the built-in analytics of the LinkedIn and read the reach rates. If you cannot find the analytics for digital posts another way to measure reach is to calculate percent of people who were exposed to the ad, and then divide it by the number of people in the target market. Reach cannot include duplicates of people who have seen the ad. Frequency is to be determined by measuring how many total exposures (impressions) even if they are duplicates. This will help you determine if there was an increase in expose or not. The more frequently you post the more money it will cost you! In order to determine the gross rating points which is the weight of the message, another term for buying weight, which is how often an ad is shown. Sometimes an ad needs to be shown more often in one area vs another area might need less messages to get the same exposer. This can be calculated by multiplying the reach times the frequency and then multiplying that number by 100 to get the exposer point.

Budget

Type of Content	Cost for 1 year	Frequency	Total Price
Western Front	$50 w/ 10% discount for 2-4 weeks	6 weeks	$280
Flyers – Snail Mail	$0.80 from staples	280 Flyers	$224
Flyers	$0.80 from staples	280 Flyers	$224
Facebook Ad	$1/day per impressions	280 students x 30% more reach	$84
Instagram Ad	$1/day per impression	280 students x 30% more reach	$84
Poster	$15	3 posters	$45
Press Release	$0	6 weeks	$0
Canva	$0 or upgraded to pro for $119.40 a year	1 year	$0 or $119.14
Adobe Spark Video	$0 or $20 a month for team functions	1 year	$0 or $240
Total Cost	$941 without upgrading platforms $1,301 with upgrades for the platforms		

Give Day

Marketing Mix

Product

Give Day is an event that is a service for alumni to directly donate money to the Marketing Program. It's a specialty service that offers alumni opportunities to show some altruism which gives them a sense of belonging to a community. This can potentially give them a sense of self-actualization because they are giving to back to the department that once gave to them. It's an unsought service because alumni don't always go looking for ways to donate but that doesn't necessarily mean they aren't willing.

Product Development

This service is currently in the growth stage since not a lot of alumni are participating in the event, even though the event has been held on an annual basis for some time.

In order to develop the growth of Give Day, the marketing program needs to penetrate the alumni target segment. However, it is important to not purely focus on asking for donations but demonstrating the impact a single donation could make in the marketing program. This is important to ensure that alumni don't feel like they constantly being asked for money but that they are invited to join in the community the market program created with students. There needs to be more distribution among channels this will allow more alumni to learn how they can make a difference in the marketing program which might lead them to donating on Give Day.

Intellectual Advantages

The Give Day is event for alumni to donate money to Western's Marketing Program. This allows them the opportunity to give back to the program that once helped them while they were in college. The advantage of this event is that the program can receive money to help fund activities that the marketing program does throughout the year as well as fund scholarships. This will help the marketing program be able to do more things as well accept more students who might have normally been able to come to college without, the help from scholarships. If the Give Day event is successful as it has been in the years past, the marketing program came in 5th last year out of the overall donation amount. It was the top academic department to receive the most money.

Benefits Sought

The benefits sought for Give Day is to be able to give to a cause that is greater than themselves. By holding Give Day, the marketing program creates an avenue for alumni to give back to an program that gave them an education and helped set them up for their careers in marketing. Alumni also can use Give Day to be able to make an impact in the lives of future marketing so in a sense they are investing in the future of marketing.

Value Proposition

Give Day allows alumni of Western's Marketing Program to give back to the marketing department by making donations that will benefit the program and current marketing students be more successful in their careers.

Price

The objective of Give Day is to increase the amounts of donation given to the marketing program. Since donors (primarily alumni) can choose the amount they donate it is important that the value of the event is shown throughout the year in how the donations impact the marketing program. Many individuals want to see where their money is going to and affecting the organization.

The marketing program should position Give Day as an avenue to make a difference in a student's educational career which will help them succeed. Alumni are willing to donate when they can "rationalize" that their money is being put to good use. That is why when promoting Give Day, the marketing program shouldn't simply ask for donations but show how the donations are used within the program. The total cost of the event is the amount chosen by the alumni.

Place

Give Day isn't a physical event that is held every year. It is an online event that is held every June where alumni (and others) who want to donate can go to a website and donate whatever amount they choose. The benefit of having the event online is that there is little conflict with schedule to be able to travel and take the time out of their day to go to a physical event and donate money. Give Day allows alumni to donate in the comfort of their own homes so there is no cost except of the donation amount.

Promotion

Since this event has been held online for a few years, the marketing program has some experience creating awareness and promotions through social media and emails. The event needs to be promoted through multiple channels because there is no universal platform that ALL alumni are on. Channels such as social media, email, and snail mail can make a difference in promoting Give Day.

Marketing Objectives

The marketing objectives for Give Day is to have a repeat purchase target of 68% which will equate to 60 donors. As well as have more donors (23% or 20 donors) switch to donating on Give Day towards the marketing program instead of donating to a different organization. Repeat purchase target can be maintained by creating a relationship with the donors. One way to do this is by reaching out to them and saying thank you and showing them how their donation is making an impact towards the marketing program. The brand switching target can be increased by demonstrating how the alumni could make a difference in a student's life. This could be explained to the alumni that their donation is ultimately an investment into a student's life which is in turn investing in the future of marketing.

Another outlet that can combine these two objectives (repeat purchase target and brand switching target) is by promoting to the community to see if they want to donate to the marketing program as well. By promoting the marketing program's community rather than asking for money will tap into the alumni's psychological need of a sense of belonging mentioned in Maslow's hierarchy of needs. That will also make wanting to donate money a more natural phenomenon. It will make it seem less of a loss of money but rather a gain through investing in future marketing students.

Creative Strategy

Product Description
Give Day is an event that allows individuals such as alumni donate directly to the marketing program. Alumni have a single day in which they can choose how much they want to donate and donate directly to the marketing program. The money goes directly to making a difference for marketing students and the program itself.

Brand Description
The marketing program at Western Washington University provides classes, professors/faculty, resources, and scholarships for marketing students to succeed in their academics. As well as become successful in the "real-world." The marketing program is a part of the Marketing and Finance Department in the College of Business and Economics (CBE). The CBE gives all business students a basic understanding of all aspects of business and then allows them to choose a concentration in something that interests them.

Target Market Description

Older Alumni (12+ years post-graduation)

Demographics	Age: 35 + Income: 77,000-149,000 Education: Bachelor's degree or above
Psychographics	Value education, marketing professional, stability and career satisfaction
Geographic's	Washington State – majority of alumni stay in Washington either in Whatcom or King County
Benefit Sought	A sense of belonging, an avenue to demonstrate altruism. These alumni seek to feel as they can give back in a meaningful way to their alma mater.

The target market is alumni who have graduated 12 or more years ago from Western's Marketing Program. These alumni will benefit from participating on Give Day because they can reconnect with the marketing community at Western. It helps them reconnect and gain a sense of belonging as well as an avenue to demonstrate participating in a cause that is greater than themselves.

Problem and Brand Benefits
Many of the alumni have complained that they feel that they are only being reached out for money. This is a difficult problem to overcome especially due to the nature of Give Day which is a day dedicated for alumni and others to donated to the marketing program. In order to overcome this dilemma, the marketing program should engage the alumni and invite them to become a part of the community between marketing professionals and marketing students. This can be done through telling the alumni what their donations were used for and how they can be more involved. The benefit that the marketing program can reposition Give Day from simply donating money to investing in the future of marketing.

Support/Evidence
Throughout the formation of this IMC plan, we and another group worked together to build and distribute a survey to gather more information about the older alumni. This survey was proven fruitful because it showed us that many of the alumni do not prefer to learn about events through Facebook. Also, many of the alumni do not find the blogs engaging or want to read them.

Positioning Statement
For alumni who want to support the Marketing Program which is the only source of money that helps support marketing students unlike other forms of scholarships because alumni can directly donate to impact current students.

Campaign Theme

Invest in the Future of Marketing

Type of Appeal: Emotional

The overall appeal to Give Day is emotional. The emotional appeal encourages people to want to act in a way that makes a difference. By using an emotional appeal, alumni will hopefully be "pushed" to donate money towards the marketing program. Hopefully this will make them want to help students succeed academically and professionally. Donating can influence the donors since they will fill a psychological need of belonging in a cause that impacts students in a meaningful way. Since alumni were once students at one point, they can connect to students on a personal level. It's easier to donate to something that resonates with you.

Communication Objectives

Objective 1: Increase donor acquisition by 23% (20 donors) from last year's numbers achieved thru Give Day 2021

Objective 2: Increase donor retention by 68% (60 donors) from last year's numbers achieved thru Give Day 2021

Media Strategy

Media Objectives

Reach: Reach at least 20% more alumni than previous years

Frequency: 8 new impressions every month for the next 10 months the media is posted. This will equate to 2 new impressions every week. Then 4 new impressions every week for the next 8 weeks leading up to the event.

Media Scheduling

Pulsing: low continuous posted and then a higher frequency leading up to Give Day.

A pulsing approach would be the best method for promotion. Even though Give Day happens in the June there should still be promotions throughout the year showing the alumni what the marketing program does with the donations. Then leading up to Give Day the marketing program can increase the frequency two months before the event.

Promotion Budget

Tactic	Cost	Frequency	Total Cost
Facebook Ads and Instagram Ads	$1 per day for impressions $5 per day for clicks, likes, or views $40 per day for app installs or offer claims	Monthly	Depends on interactions with the content
LinkedIn Ads	Bidding system	Monthly	Depends on bids from other businesses want the same target audience

A recommendation of monthly is shown since Give Day will be following a pulsing schedule where throughout most of the year there will be a low frequency (monthly) and then when Give Day is two months away the frequency will increase to a 2-week frequency.

Owned Media

Persona

A Western Marketing Program Alumni who wants to give back to the marketing program community that helped them through their college career. They feel the need to give back since the program helped them be successful in their professional careers. An alumnus who is willing to give money to the program to be able to make a difference for current marketing students. They don't have a lot of time to be able to go to campus or interact with the marketing program on a regular basis but still want to be part of the community. The alumnus wants to feel as though they can make impact.

Current Topic Suggestions:

1. What happens with the donations?
2. Why is Give Day Important?
3. Countdown till Give Day
4. Ask for donations

Content Types:

1. Email
2. Social Media
3. Website
4. Snail Mail

Brand Promise

The marketing program provides alumni the opportunity to donate money directly to the marketing program. The money goes directly to the department and student. The money helps provide current marketing students with scholarships and other resources to help them succeed in school and in their future careers.

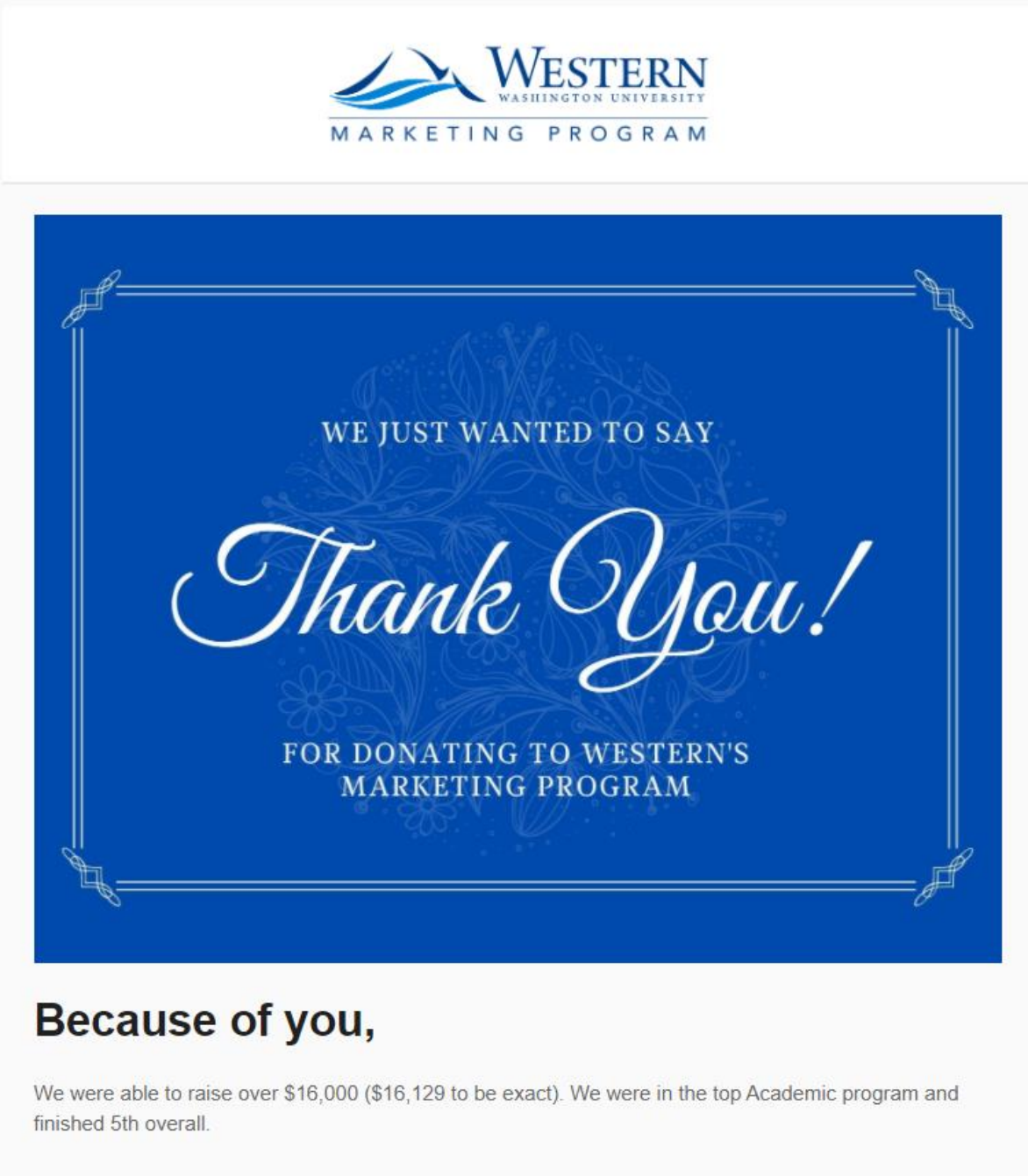
Publishing Frequency

Alumni check their emails every day, therefore emailing alumni should be the priority. The publishing strategy that needs to be used in pulsing and this means that the frequency will be low throughout the year and then increase 8 weeks leading up to the Give Day event.

Channels and Reach

1. Email
2. LinkedIn
3. CBE's Marketing Concentration Website
4. Facebook
5. Instagram
6. Snail Mail

Here is an example of a piece of owned media as an email:



Earned Media

Objective: The objective of Give Day earned media is to achieve at least 25 shares on Facebook leading up to the event as well as on the actual day to have at least 30 shares saying they donated to the marketing program.

Publishing Platform:

- Social Media: LinkedIn, Facebook, and Instagram
- Email

Media Topics:

1. When is Give Day?
2. What is the purpose of Give Day?
3. What happens with the money raised?
4. What are the benefits of donating?
5. Thanks for donating

Owned Media:

- Social Media: LinkedIn, Facebook, and Instagram
- Email: all alumni who we have their emails for and permission to send them emails
- Snail Mail: all alumni who we have their addresses for and permission to send them mailers

These owned media sources are determined to be the most effective channels to reach alumni through owned media. Western's Marketing Program Facebook groups is used mainly by alumni however according to the survey we distributed among alumni they don't prefer to hear about events through Facebook. Social media could be an excellent tool but since our respondents don't prefer Facebook the marketing program should consider utilizing other platforms such has LinkedIn or email.

Media Value Proposition

Give Day is an opportunity for alumni to take part in donating to the marketing program and impacting the lives of current and future marketing students. This value proposition needs to be shared to the alumni so that they can see the benefit of participating in this event. If a journalist were to write a story about Give Day, the marketing program would want to make sure that the journalist bases their story about the benefit the alumni (donors). They would need to talk about the benefits of donating and how it benefits the alumni.

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WOM Value Proposition

As humans, it's part of our nature to want to participate in an event if someone else we know if participating as well. Since Give Day is a virtual event, individuals aren't sure who else is participating and might fear that they are the only ones. To help overcome this leading up to Give Day and during Give Day encourage individuals to post or share that they donated to the marketing program. This will help others know they aren't the only ones participating and donating during Give Day. As well as encourage those who did not think about donating or did

not know about Give Day to donated as well since they be able to see all the people who are actively donating.

Earned Media Best Option

Social Media: Likes, shares and comments

Most platforms allow individuals to interact with one another through likes, shares and comments. This helps organizations to track how well each post is doing and what their audience respond well to and what their audience don't respond well to. For example, likes can indicate that the audience saw the post and responded. However, it's still possible that others have seen the post and did not like it. Comments are an opportunity for the audience to talk with the marketing program. In this case it would be alumni asking questions or mentioning that they are wanting to participate. Lastly, shares are a way to gain and measure earned media. The marketing program can also design posts to encourage shares such as when an alumnus donated on Give Day.

Measuring Effectiveness

One way to measure the effectiveness of your media posts it is tracking the number of new followers you gain across platforms. The more followers you have the more people are likely to see your posts organically. However, it is important to note that just because you have a large following doesn't mean they will see every single post you post.

Another way to measure the effectiveness of earned media is through the number of shares from other alumni. The more shares your posts receive the more people will be able to see your post even if they aren't directly following your social media accounts. To help improve your posts you can measure the different interactions from your followers. The more likes and comments you have are a good indicator that your post will also be shared among others.

Paid Media

Push/Pull Strategy

The marketing program should use both a push strategy and a pull strategy for Give Day. A push strategy will help when it comes to the final countdown till the actual event to help push the alumni over the edge to donate to the marketing program. While a pull strategy will help throughout the year to keep the alumni interested in why donating is important by seeing all the things that the money has helped fund. The goal of using both strategies is to pull alumni back into the marketing program community while also slightly pushing them to donate to the marketing program.

Type of Ads

Since the nature of the event is online so that donors don't have to travel to donate money. It isn't necessary to focus on print ads. Instead, it's most beneficial to focus on digital advertisements like online videos. However, print ads can incorporate a digital element such as QR codes. This allows the audience to scan and go to the website or landing page, but this can only be done by mailing the print ad to the alumnus homes.

Digital ads can be easily created through Canva or other creative platforms like Adobe Spark. These ads can also be posted across different digital platforms allowing the campaign to be integrated across all platforms.

Here is an example of a digital ad that was created using Canva which can be modified to fit appropriately on Facebook, Instagram, or LinkedIn:



An online video is a great opportunity for the marketing program to say thank you to everyone who donated on Give Day. The video could easily appear after the donor has finished the entire process for an instant thank you or it could be email out a week after Give Day. If you were to mail email the video out after than there is an opportunity to tell the donor the entire amount raised that day.

Out of Home Media (OOH)

Out of Home Media (OOH) isn't considered a mass media advertisement because only people within a certain geographical distance will be able to see the advertisement. However, with the nature of Give Day, the target audience is small and quite spread out that certain OOH won't have a strong return on investment that would be considered significant in the eyes of the marketing program.

Marketing Collateral

Since Give Day was originally an online event there isn't a need for a lot of marketing collateral. One idea that will give the participants something tangible could be a thank you note signed by the head of the marketing program. Another example would be having students who have received a scholarship from the money donated to send a thank you to the donors for the money. Since the marketing program hosts the other two events; Meet the Professionals and the Student Marketing Association Case Competition, one way to hand out collateral is to give flyers about Give Day to alumni who come to these events. This way it's a physical copy that can be handed out to the alumni and the flyer can include information about donating.

Here is an example of a flyer: (the QR code used doesn't link to any website)



Events

Since Give Day is solely an online event, there is not a lot of event that can happen alongside Give Day. However, it's important to encourage at every event that marketing alumni attend such as Meet the Professionals and judging for the case competition to remind them about Give Day. Another idea for an Event is to host an Instagram Live on the Western Marketing Program's Instagram for the alumni to ask questions about Give Day.

Product Placement

One way to do product placement is to talk about Give Day during other events hosted by the marketing program this includes Meet the Professionals or the alumni who judge the Case Competition. By bringing Give Day up at other events, will help put the foot in the door to alumni which follows the pushing strategy that encourage alumni to consider donating. At the Meet the Professionals event, the current marketing professors who are there helping to facilitate the event could have a virtual background to help place the Give Day in the eyes of the alumni. It could encourage and remind them that Give Day is coming up and why it's important.

Direct Marketing

Snail Mail

Since WWU marketing alumni can be living nearly anywhere, snail mail a great way to reach them. Therefore, mailing something in the mail to the alumni will be an efficient way since most alumni can easily open the mail and be reminded to donate. One way to encourage people alumni to donate through the mail is to send personalized "thank you" cards to those who have donated in the past and to remind them to donate again this year. By sending a thank you it will show the alumni how much the marketing program cares about their donors. Another example of snail mail is to send a flyer in the mail explaining the benefits of donating to the marketing program. The flyer could include a memo from a current marketing student who has received a scholarship and explain why it's important to donate.

Here is an example of a thank you note that could be sent to a donating alumnus:



Email

Despite the belief that email is dead, it's actually one of the easiest and most efficient methods of communicating. However, it is important to not overwhelm the alumni. Email can substitute the idea of sending a physical thank you note to sending an electronic version of a thank you note. Since email is digital, it's an opportunity to include more digital aspects to make it seem more personal. For example, if the program was trying to reach out to past donors, they could remind the donor how much they donated the years previous and explain how the amount they donated was spent. This ensures that the email is personal.

If the marketing program was just trying to increase the awareness of Give Day to all the alumni of the marketing program than the email does not need to be as personal. Instead, it can be more digital advanced by including a link that is embedded within that takes the alumni to a landing page of a recap of years pasts Give Day donation amounts. Another example would be including a link that takes them to a "learn more" about the event page. This idea was suggested in the earlier pages of the report under the Meet the Professional section that includes a new event tab on the marketing concentration page.

Sales Promotion

One example of a sales promotion that is currently in place for the Give Day is a match program. This is between all the different departments that are trying to get donations on Give Day and is an opportunity for outside organizations to match donations. For example, Boeing will match donations for certain clubs. There are different challenges that Give Day puts on to encourage people to donate more money. It's an incentive for alumni to donate money.

One way to expand on this match program is to create a match program for the just the marketing department. This system could tell anyone who is about to donate the most recent amount of money that was last donated. This encourages those who were going to donate less to donate more. Once an alumnus sees someone else, (this will remain anonymous) was donating $100 while there were only donating $50 than they will more likely be encouraged to donate and match the $100. This also sets an external reference price in the donor's head. Another way this could be done is through marketing agencies in Bellingham and encourage them to donate to the marketing program since they'll be investing in the future of marketing. They could match alumni donations. Some people who are marketing program alumni still working in Bellingham and can encourage their companies to match donations.

Point of Purchase Promotions

Give Day usual happens in June at the end of the academic year to raise funds for the upcoming academic year. Point of Purchase Promotion will tie into the sales promotion with giving the potential donor a reference price to what others are donating. This is especially important because since it is an online event there isn't interaction between alumni/donors. There is no way for them to ask one another how much they are willing donating or seeing what other individuals donate to match it or go over. By displaying the average donation or how a certain amount will impact the marketing program are great examples that can be applied toward Give Day.

IMC Evaluation

In order to evaluate the marketing program's IMC plan for Give Day is to determine how well the stated marketing objective, communication objective and media objectives are achieved. The marketing objective for Give Day was to increase the switching brand target by 23% and repeat purchase target by 68%. One way to measure this is to determine how many donors from last year donated this year and how many new donors there are this coming year.

The communication objectives for Give Day is similar to the marketing objectives with increasing the customer acquisition rate by 20 donors and increase the customer retention by 60 donors. To determine if these objectives were met you can compare last year's numbers compared to the current year and track how many were donors from last year and how many were new to this year.

The media objectives for Give Day were to reach at least 20% more alumni than previous years. In order to determine the number of times your media was reached is to go through the different analytic tools provided by Facebook, Instagram, Mail Chimp, and other platforms used by the marketing department. However, if you can't find the analytics for digital posts another way to measure reach is to calculate percent of people who were exposed to your ad, and then divide it by the number of people in the target market. Reach can't include duplicates of people who have seen the ad. Frequency is different because it is determined by measuring how many exposures even if they are duplicates. This will help determine if there was an increase in exposure or not.

Budget

Type of Content	Cost for 1 year
Facebook Ad	$1/day per impressions
Instagram Ad	$1/day per impressions
LinkedIn Ad	Bidding (unknown)
Thank You Notes	$0.26-$0.50 per note from Canva
Stamps	$55/100 stamps from USPS
Canva	$0 or upgraded to pro for $119.40 a year
Adobe Spark	$0 or $20 a month for more functions
Mail Chimp	$0 or $9.99 a month for more functions

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Appendix-A: University Reporter

Appendix-A-1



University Reporter

Study: 2019 Spring GfK Reporter MRI Category: Electronics
Question: Personal Computers - Apple/Mac Base: Total Adults
Detail(s): MacBook Pro Own at home

Target	Note	Base Total '000	UNW	'000	% Detail	% Target	Index
Total		248,885	2,152	22,220	100.00	8.93	100
Men		120,167	1,153	11,190	50.36	9.31	104
Women		128,718	999	11,030	49.64	8.57	96
Educ: graduated college plus		79,281	1,183	11,480	51.67	14.48	162
Educ: attended college		70,694	650	6,044	27.20	8.55	96
Educ: graduated high school		71,543	245	3,582	16.12	5.01	56
Educ: did not graduate HS		27,366	74	1,113	5.01	4.07	46
Educ: post graduate		28,822	468	4,094	18.42	14.20	159
Educ: no college		98,909	319	4,695	21.13	4.75	53
Age 18-24		29,526	266	3,802	17.11	12.88	144
Age 25-34		44,726	519	5,833	26.25	13.04	146
Age 35-44		40,531	426	4,046	18.21	9.98	112
Age 45-54		41,994	364	3,455	15.55	8.23	92
Age 55-64		41,695	317	2,864	12.89	6.87	77
Age 65+		50,414	260	2,220	9.99	4.40	49
Occupation: Management, Business and Financial Operations		26,078	374	4,053	18.24	15.54	174
Occupation: Natural Resources, Construction and Maintenance Occupations		14,141	131	1,259	5.66	8.90	100
Occupation: Other Employed		47,617	309	3,072	13.83	6.45	72
Occupation: Professional and Related Occupations		36,759	544	5,394	24.27	14.67	164
Occupation: Sales and Office Occupations		32,398	277	3,152	14.18	9.73	109
HHI $150,000+		32,806	480	5,285	23.79	16.11	180
HHI $75,000-$149,999		77,514	816	9,353	42.09	12.07	135
HHI $60,000-$74,999		24,407	174	1,586	7.14	6.50	73
HHI $50,000-$59,999		17,881	129	1,149	5.17	6.42	72
HHI $40,000-$49,999		19,089	122	809	3.64	4.24	47
HHI $30,000-$39,999		19,969	96	795	3.58	3.98	45
HHI $20,000-$29,999		19,049	64	525	2.36	2.76	31
HHI <$20,000		27,338	87	775	3.49	2.83	32
Race: American Indian or Alaska Native †	†	3,220	38	278	1.25	8.64	97
Race: Asian		8,151	204	1,284	5.78	15.75	176
Race: Black/African American		32,426	221	1,975	8.89	6.09	68
Race: Black/African American only		30,324	199	1,776	7.99	5.86	66

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Appendix-A-2

MRI SIMMONS

University Reporter

Target	Note	Base Total '000	UNW	'000	% Detail	% Target	Index
Television Channels or Networks: CBS Sports Network		24,826	227	2,399	10.80	9.66	108
Television Channels or Networks: CMT (Country Music Television)		18,163	100	1,281	5.77	7.05	79
Television Channels or Networks: CNBC		27,049	245	2,166	9.75	8.01	90
Television Channels or Networks: CNN		64,211	657	6,201	27.91	9.66	108
Television Channels or Networks: Comedy Central		31,119	333	3,632	16.35	11.67	131
Television Channels or Networks: Cooking Channel		28,447	228	2,345	10.55	8.24	92
Television Channels or Networks: COZI TV †	†	4,707	29	238	1.07	5.06	57
Television Channels or Networks: Destination America		7,336	60	586	2.64	7.98	89
Television Channels or Networks: Discovery Channel		62,638	520	5,376	24.19	8.58	96
Television Channels or Networks: Discovery Family		7,482	50	706	3.18	9.43	106
Television Channels or Networks: Discovery Life Channel †	†	8,695	44	483	2.17	5.55	62
Television Channels or Networks: Disney Channel		30,621	230	2,525	11.36	8.25	92
Television Channels or Networks: Disney Junior		19,551	159	1,592	7.17	8.14	91
Television Channels or Networks: Disney XD		11,086	91	1,058	4.76	9.55	107
Television Channels or Networks: DIY Network		19,785	174	1,891	8.51	9.56	107
Television Channels or Networks: E! (Entertainment Television)		22,389	220	2,433	10.95	10.87	122
Television Channels or Networks: El Rey †	†	3,284	18	239	1.07	7.27	81
Television Channels or Networks: ESPN		74,364	734	7,597	34.19	10.22	114
Television Channels or Networks: ESPN2		41,604	377	3,961	17.83	9.52	107
Television Channels or Networks: ESPNews		23,105	201	2,055	9.25	8.89	100
Television Channels or Networks: ESPNU		15,597	145	1,725	7.76	11.06	124
Television Channels or Networks: Estrella TV †	†	2,700	6	77	0.35	2.87	32
Television Channels or Networks: Flix †	†	3,749	21	201	0.90	5.35	60
Television Channels or Networks: Food Network		61,765	584	6,233	28.05	10.09	113
Television Channels or Networks: Fox Business Network		14,543	138	1,171	5.27	8.05	90
Television Channels or Networks: Fox News Channel		67,381	540	5,482	24.67	8.14	91
Television Channels or Networks: Fox Sports 1		26,473	263	2,670	12.02	10.09	113
Television Channels or Networks: Fox Sports 2		11,582	108	1,078	4.85	9.30	104
Television Channels or Networks: Freeform		18,335	174	2,007	9.03	10.94	123
Television Channels or Networks: Fuse †	†	5,170	36	419	1.89	8.10	91
Television Channels or Networks: FX		17,239	152	1,478	6.65	8.58	96
Television Channels or Networks: FXM (FX Movie Channel)		22,862	166	2,073	9.33	9.07	102
Television Channels or Networks: FXX		26,301	243	2,699	12.15	10.26	115
Television Channels or Networks: FYI †	†	4,499	37	371	1.67	8.25	92
Television Channels or Networks: GAC (Great American Country) †	†	3,073	16	166	0.75	5.41	61
Television Channels or Networks: Galavision †	†	6,249	28	369	1.66	5.90	66

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Appendix-A-3

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University Reporter

Target	Note	Base Total '000	UNW	'000	% Detail	% Target	Index
Television Channels or Networks: Golf Channel		13,511	136	1,244	5.60	9.20	103
Television Channels or Networks: GSN (Game Show Network) †	†	7,736	43	553	2.49	7.14	80
Television Channels or Networks: Hallmark Channel		43,927	277	2,984	13.43	6.79	76
Television Channels or Networks: Hallmark Movies & Mysteries		24,404	131	1,254	5.64	5.14	58
Television Channels or Networks: HGTV (Home & Garden Television)		63,313	655	7,107	31.99	11.23	126
Television Channels or Networks: History Channel		77,687	624	6,025	27.12	7.76	87
Television Channels or Networks: HLN		7,715	61	652	2.93	8.45	95
Television Channels or Networks: HSN (Home Shopping Network)		7,561	58	511	2.30	6.76	76
Television Channels or Networks: IFC TV		11,734	102	973	4.38	8.29	93
Television Channels or Networks: INSP †	†	6,772	15	162	0.73	2.39	27
Television Channels or Networks: Investigation Discovery		24,226	170	1,682	7.57	6.94	78
Television Channels or Networks: ION		27,202	169	1,560	7.02	5.74	64
Television Channels or Networks: Lifetime		38,458	256	2,698	12.14	7.01	79
Television Channels or Networks: Lifetime Movies		26,566	155	1,666	7.50	6.27	70
Television Channels or Networks: Logo †	†	3,007	25	294	1.32	9.77	109
Television Channels or Networks: MAVTV †	†	1,208	11	92	0.41	7.60	85
Television Channels or Networks: MeTV		19,667	92	1,060	4.77	5.39	60
Television Channels or Networks: MLB Network		16,509	183	1,950	8.77	11.81	132
Television Channels or Networks: Motor Trend Network		8,274	79	786	3.54	9.49	106
Television Channels or Networks: MSNBC		33,550	335	3,088	13.90	9.21	103
Television Channels or Networks: MTV (Music Television)		29,372	250	2,872	12.93	9.78	110
Television Channels or Networks: MTV Classic †	†	8,126	46	521	2.34	6.41	72
Television Channels or Networks: MTV Live †	†	5,811	41	515	2.32	8.85	99
Television Channels or Networks: MTV2		8,779	62	777	3.50	8.85	99
Television Channels or Networks: Music Choice		8,138	59	667	3.00	8.19	92
Television Channels or Networks: Nat Geo Wild		29,130	225	2,281	10.26	7.83	88
Television Channels or Networks: National Geographic Channel		50,188	448	4,439	19.98	8.84	99
Television Channels or Networks: NBA TV		15,463	141	1,323	5.95	8.56	96
Television Channels or Networks: NBC Sports Network		26,371	263	2,420	10.89	9.18	103
Television Channels or Networks: NFL Network		20,940	210	2,141	9.64	10.23	115
Television Channels or Networks: NHL Network		6,694	63	658	2.96	9.83	110
Television Channels or Networks: Nick at Nite		8,782	65	726	3.27	8.27	93
Television Channels or Networks: Nick Jr.		16,712	119	1,254	5.65	7.51	84
Television Channels or Networks: Nickelodeon		22,068	132	1,690	7.61	7.66	86
Television Channels or Networks: Outdoor Channel		11,398	93	1,034	4.66	9.08	102
Television Channels or Networks: Ovation †	†	2,041	7	60	0.27	2.93	33

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Appendix-B Survey Responses

Marketing Program Event Survey - Students

Q2 - Are you a current marketing major at WWU?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you a current marketing major at WWU?	1.00	2.00	1.08	0.27	0.07	25

#	Answer	%	Count
1	Yes	92.00%	23
2	No	8.00%	2
	Total	100%	25

Q3 - Have you ever attended an event held by the Marketing Program?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever attended an event held by the Marketing Program?	1.00	2.00	1.65	0.48	0.23	23

#	Answer	%	Count
1	Yes	34.78%	8
2	No	65.22%	15
	Total	100%	23

Q4 - Have you ever heard of the Student Marketing Association's Annual Case Competition?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever heard of the Student Marketing Association's Annual Case Competition?	1.00	2.00	1.17	0.38	0.14	23

#	Answer	%	Count
1	Yes	82.61%	19
2	No	17.39%	4
	Total	100%	23

Q5 - Have you ever heard of the Marketing Program's Meet the Professionals event?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever heard of the Marketing Program's Meet the Professionals event?	1.00	2.00	1.43	0.50	0.25	23

#	Answer	%	Count
1	Yes	56.52%	13
2	No	43.48%	10
	Total	100%	23

Q7 - How knowledgeable are you of these events: (if you have not heard of either event please select "Not knowledgeable at all")

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Annual Case Competition	1.00	5.00	3.00	1.48	2.18	22
2	Meet the Professionals	1.00	5.00	3.90	1.19	1.42	21

#	Question	Extremely knowledgeable		Very knowledgeable		Moderately knowledgeable		Slightly knowledgeable		Not knowledgeable at all		Total
1	Annual Case Competition	27.27 %	6	4.55 %	1	31.82 %	7	13.64 %	3	22.73 %	5	22
2	Meet the Professionals	4.76 %	1	9.52 %	2	19.05 %	4	23.81 %	5	42.86 %	9	21

Q8 - How likely are you to participate in these events:



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Annual Case Competition	1.00	4.00	2.73	1.21	1.47	22
2	Meet the Professionals	1.00	5.00	3.14	1.29	1.66	22

#	Question	Extremely unlikely		Somewhat unlikely		Neither likely nor unlikely		Somewhat likely		Extremely likely		Total
1	Annual Case	27.27 %	6	9.09 %	2	27.27 %	6	36.36 %	8	0.00 %	0	22

	Competition											
2	Meet the Professionals	18.18%	4	13.64%	3	13.64%	3	45.45%	10	9.09%	2	22

Q9 - What are some reasons as to why some students might not attend events hosted by the Marketing program?

What are some reasons as to why some students might not attend events hosted by the Marketing program?
xyz
not enough information on them
Works, time conflicts, school
Time conflict with other activities such as studying for exams, or are unwilling to attend due to a lack of confidence.
Time
They have other things to do with their time ex: homework, family events, other club events
They do not have the "time"
Shyness
Scheduling problems
Scheduling conflicts, forgetting when it is, etc.
Lack of time
Lack of perceived value
Lack of interest, lack of time, perceived lack of benefits or value, haziness about details or times
I think the events are great and that students should take advantage of them. However, they do take time and a little effort, which is what many of us marketing students aren't always willing to give. I personally am busy most of the time with work or school and am either not able to make it due to lack of time, or lack of energy (I understand most of these are through ZOOM). I think the Marketing program does an amazing job at offering these events and making sure we become aware of them. Thank you for all the hard work to those who make them happen.
I didn't know about that event

Get networking done with professionals in the field
Feeling like they don’t know enough compared to others who may participate
Feeling excluded/not welcome
Far away, time consuming, looks intimidating
Currently I am a student advocate for the CBE and a big topic that comes up in our discussions is that students don't know about the resources available to them or hear about them, so there's a disconnection between the students and the program, & although I read EVERYTHING Max, Ed, Teri, or SMA sends out some students don't check their emails & although I think the Marketing Program does a very good job at communicating with its students about professional opportunities some students might think there's a lack of communication with the program.

Q10 - How much do you agree or disagree with these reasons for not participating in the Marketing Program events

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Lack of confidence	1.00	4.00	2.09	0.95	0.90	22
2	Lack of awareness	1.00	5.00	2.05	1.02	1.04	22
3	Lack of remembrance	1.00	4.00	2.36	1.07	1.14	22

#	Question	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Total
1	Lack of confidence	31.82 %	7	36.36 %	8	22.73 %	5	9.09 %	2	0.00 %	0	22

2	Lack of awareness	31.82%	7	45.45%	10	13.64%	3	4.55%	1	4.55%	1	22
3	Lack of remembrance	27.27%	6	27.27%	6	27.27%	6	18.18%	4	0.00%	0	22

Q11 - As you think about graduation, please indicate if you agree or disagree with these statements

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I feel prepared for post-graduation life	1.00	5.00	2.81	1.14	1.30	21
2	I find value in events that aim at preparing me for my post-graduation career	1.00	4.00	2.14	0.94	0.88	21
3	I want to attend more networking opportunities	1.00	3.00	1.90	0.68	0.47	21

#	Question	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Total
1	I feel prepared for post-graduation life	9.52 %	2	38.10 %	8	23.81 %	5	19.05 %	4	9.52 %	2	21
2	I find value in events that aim at preparing me for my post-graduation career	28.57 %	6	38.10 %	8	23.81 %	5	9.52 %	2	0.00 %	0	21
3	I want to attend more networking opportunities	28.57 %	6	52.38 %	11	19.05 %	4	0.00 %	0	0.00 %	0	21

Q12 - When do you plan on graduating from Western?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	When do you plan on graduating from Western? - Selected Choice	1.00	7.00	3.95	1.65	2.71	21

#	Answer	%	Count
1	Fall 2020	4.76%	1
2	Winter 2021	9.52%	2
3	Spring 2021	42.86%	9
4	Fall 2021	4.76%	1
5	Winter 2022	9.52%	2
6	Spring 2022	23.81%	5
7	Other (please specify):	4.76%	1
	Total	100%	21

Q12_7_TEXT - Other (please specify):

Other (please specify): - Text
I should've specified I'm a PRE-major in the first question so, spring 2023

Q13 - What is your preferred gender?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your preferred gender? - Selected Choice	1.00	2.00	1.57	0.49	0.24	21

#	Answer	%	Count
1	Male	42.86%	9
2	Female	57.14%	12
3	Other (please specify):	0.00%	0
	Total	100%	21

Q13_3_TEXT - Other (please specify):
Other (please specify): - Text

Q14 - What is your age?

What is your age?
24
22
20
18
20
22
22
21

21
20
19
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21
21
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21
21
20
21
22
20

Alumni Survey IMC

Q1 - What year did you graduate from the Western Washington University Marketing Program? (ex. yyyy)

What year did you graduate from the Western Washington University Marketing Program? (ex. yyyy)
2021
2021
2020
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Q6 - How do you typically receive information from the Marketing Program at Western? (Select all that apply).

Data source misconfigured for this visualization

#	Answer	%	Count
3	Email	57.06%	97
4	Facebook	24.12%	41
5	Instagram	4.12%	7
10	Text (SMS)	4.12%	7
11	LinkedIn	10.59%	18
12	Twitter	0.00%	0
	Total	100%	170

Q2 - Do you read the blogs on the Marketing Program's website?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you read the blogs on the Marketing	1.00	2.00	1.88	0.33	0.11	115

	Program's website?						

#	Answer	%	Count
1	Yes	12.17%	14
2	No	87.83%	101
	Total	100%	115

Q3 - Click to write the question text

Data source misconfigured for this visualization
Data source misconfigured for this visualization

Q4 - Has the Marketing Program reached out to you in the past year?

0 10 20 30 40 50 60 70 80 90

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Has the Marketing Program reached out to you in the past year?	1.00	2.00	1.21	0.41	0.17	112

#	Answer	%	Count
1	Yes	78.57%	88
2	No	21.43%	24
	Total	100%	112

Q5 - What did the Marketing Program reach out to you for? (Select all that apply)

#	Answer	%	Count
1	Donations	33.51%	64
3	Professional Events	26.70%	51
4	Holiday Mixer	24.08%	46
5	Career Guidance Events	10.47%	20
6	Other (please specify):	5.24%	10
	Total	100%	191

Q6_6_TEXT - Other (please specify):

Other (please specify): - Text
Presenting to students
This survey
Mentorship opportunities
More surveys:)
Mentor Program
Mentoring
Mentor program
I would add mail & phone on the "how do you typically receive information question. Or add an "Other (please specify):"
Covid stuff
SMU Speaker

Q8 - Are you a part of the Western's Marketing Facebook group?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you a part of the Western's Marketing Facebook group?	1.00	2.00	1.26	0.44	0.19	108

#	Answer	%	Count
1	Yes	74.07%	80
2	No	25.93%	28
	Total	100%	108

Q9 - Please estimate how many times per month you participate in the Marketing Facebook group. (Enter a whole number)

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Please estimate how many times per month you participate in the Marketing Facebook group. (Enter a whole number)	0.00	56.00	1.55	6.51	42.41	74

Q10 - Are you a part of the Marketing Mentor Program at Western?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you a part of the Marketing Mentor Program at Western?	1.00	2.00	1.79	0.41	0.17	107

#	Answer	%	Count
1	Yes	21.50%	23
2	No	78.50%	84
	Total	100%	107

Q11 - Would like to know more about the Marketing Mentor Program?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Would like to know more about the Marketing Mentor Program?	1.00	18.00	9.82	7.03	49.42	85

#	Answer	%	Count
4	Yes	56.10%	46
18	No	43.90%	36
	Total	100%	82

Q12 - If you were to attend an event hosted by the Marketing Program, what type of event would you like to attend? (Select all that apply).

#	Answer	%	Count
1	Reunion	15.69%	32
2	Social (ex. Holiday mixer)	29.90%	61
3	Knowledge, Skills, and Abilites Seminars	26.96%	55
4	Student Professional Development	25.00%	51
5	Other (please specify):	2.45%	5
	Total	100%	204

Q18_5_TEXT - Other (please specify):

Other (please specify): - Text
Research seminar
I'd love to guest lecture sometime.
Job Fairs
I like the idea of a social combined with an actual talk/session. Versus just going to make awkward small talk with people I may or may not remember. I'd spend the whole time trying to remember names Versus if there's a talk or a session you can discuss that and it's an easy ice-breaker. I hate small talk.
A competition of some kind

Q13 - If you want to attend events hosted by the Marketing Program, which of the following may prevent you? (Select all that apply).

#	Answer	%	Count
1	Work	26.02%	64
2	Family	10.98%	27
3	Feeling out of Place	14.63%	36
4	Location	29.27%	72
5	Other (please specify):	3.66%	9
6	Lack of Information	15.45%	38
	Total	100%	246

Q14 - How connected do you feel towards Western's:

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Marketing Program	1.00	5.00	2.92	1.11	1.24	98
2	Marketing Students	1.00	5.00	3.60	1.10	1.22	98
3	Other Marketing Alumni	1.00	5.00	3.30	1.14	1.29	98

#	Question	Extremely Connected		Somewhat Connected		Neither Connected nor Disconnected		Somewhat Disconnected		Extremely Disconnected		Total
1	Marketing	5.10%	5	41.84%	41	18.37%	18	25.51%	25	9.18%	9	98

	Program											
2	Marketing Students	3.06%	3	16.33%	16	21.43%	21	35.71%	35	23.47%	23	98
3	Other Marketing Alumni	4.08%	4	27.55%	27	17.35%	17	36.73%	36	14.29%	14	98

Q16 - How strongly do you agree or disagree with the following statements?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I would like to be involved with the Marketing Program as an alumnus.	1.00	5.00	3.45	0.97	0.93	99
2	I would like to participate in events put on by the Marketing Program.	1.00	5.00	3.45	0.95	0.91	97

#	Question	Strongly disagree		Somewhat disagree		Neither agree nor disagree		Somewhat agree		Strongly agree		Total

1	I would like to be involved with the Marketing Program as an alumnus.	5.05 %	5	10.10 %	10	28.28 %	28	47.47 %	47	9.09 %	9	99
2	I would like to participate in events put on by the Marketing Program.	3.09 %	3	13.40 %	13	28.87 %	28	44.33 %	43	10.31 %	10	97

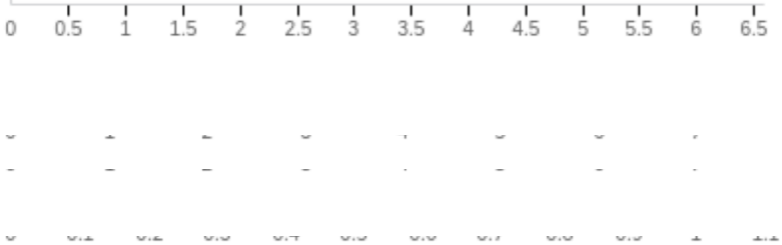
Q15 - Do you have any ideas to help alumni connect with the Marketing Program (faculty, students, other alumni)?

Do you have any ideas to help alumni connect with the Marketing Program (faculty, students, other alumni)?
No
I think virtual events are always helpful. My job and location has always been a limiting factor for me getting to mixers, events, etc.
Reach out with opportunities to connect
I think the way I'd feel most connected is some sort of newsletter with what's new and opportunities to come teach.

Mixers, Networking Events, Job Fairs
SMA, staying in touch, mentor program
No
I think having more frequent alumni mixers, inviting alumni back for classes/to speak, etc.
The marketing mentor program sounds cool? I think a virtual chat/event might be fun.
Mixers, reunions and social gatherings seem like a great idea!
Free Alcohol
Make more conversation starting posts on their Instagram and Facebook pages!
Explain what happens at holiday mixers and at other events, communicate how the program plans to keep alumni and the program connected despite COVID-19, and how the program will hold events in the midst of COVID.
Provide more opportunities to learn and share information. Brown bags, informal q&a or AMAs, gather questions for current students to alumni and have a weekly post alumni can share their thoughts on.
I think email is the best communication tool for this instance
WWU Marketing Program to implement an in-house agency that bring in marketing alumni as clients and mentors.
More active virtual events or posts in alumni page, website dedicated to connection
Professional development opportunities. Specifically around non-profit marketing and equitable marketing/communications.
No
A competition similar to pitching an idea or a hackathon
More relevant content for alumni, ex: events that help struggling alumni get a job. Tailor events according to things occurring today, like Covid and how to overcome the massive unemployment rate
Events, Zoom Meetings,
In a non-COVID world, company permitting, I would love to invite current marketing students on site to give them a taste of a “day in the life” of a Western marketing alum. It would be nice for the students to see the principles that they are learning be applied in action. Could also help an alum consider new ideas with a current student’s perspective
I noticed the WE connect come out recently which I think will be a good way to connect people. I would also recommend a yearly survey asking alumni, students and faculty what type of events or programs they are willing to participate in. That way the marketing department can plan for the next year. I also think with the mentorship program should have a bit more structure.
More specifics on career offerings and informational lectures or seminars for post college
NA
no

A WWU marketing open list.serve could help connect current students and alumni. We currently have one for the Information program at University of Michigan and people post jobs, research requests, events, etc.
The election has really changed my perception of social media. Over time I have removed myself from posting and only browsed, now I prefer not to use it all together. Texts and emails work great. Zoom call events could be great. Informationals could help students get connected with people in this difficult time as well.
g

Q17 - How useful would these opportunities be if the WWU Marketing Program offered them to you?



Q7 - On a scale from 1 (prefer a great deal) to 5 (Do not prefer), please rank your preference to the following communication channels.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Email	25.00	29.00	27.94	1.21	1.46	101
2	Facebook	25.00	29.00	26.10	1.22	1.50	101
3	LinkedIn	25.00	29.00	27.07	1.28	1.63	101
4	Twitter	25.00	28.00	25.29	0.71	0.51	100
5	Instagram	25.00	29.00	25.63	1.08	1.16	101
6	Text (SMS)	25.00	29.00	25.80	1.20	1.44	100

#	Question	Do not prefer		Prefer slightly		Prefer a moderate		Prefer a lot		Prefer a great deal		Total

						amount						
1	Email	7.92%	8	4.95%	5	13.86%	14	31.68%	32	41.58%	42	101
2	Facebook	46.53%	47	16.83%	17	20.79%	21	11.88%	12	3.96%	4	101
3	LinkedIn	14.85%	15	19.80%	20	22.77%	23	28.71%	29	13.86%	14	101
4	Twitter	83.00%	83	8.00%	8	6.00%	6	3.00%	3	0.00%	0	100
5	Instagram	68.32%	69	12.87%	13	7.92%	8	8.91%	9	1.98%	2	101
6	Text (SMS)	63.00%	63	11.00%	11	13.00%	13	9.00%	9	4.00%	4	100

Q18 - How old are you?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How old are you?	21.00	49.00	27.74	6.14	37.67	91

Q19 - What is your estimated income?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your estimated income?	11.00	22.00	16.85	3.28	10.77	91

#	Answer	%	Count
11	Less than $10,000	10.99%	10
12	$10,000 - $19,999	1.10%	1

13	$20,000 - $29,999	3.30%	3
14	$30,000 - $39,999	7.69%	7
15	$40,000 - $49,999	9.89%	9
16	$50,000 - $59,999	15.38%	14
17	$60,000 - $69,999	8.79%	8
18	$70,000 - $79,999	12.09%	11
19	$80,000 - $89,999	5.49%	5
20	$90,000 - $99,999	5.49%	5
21	$100,000 - $149,999	10.99%	10
22	More than $150,000	8.79%	8
	Total	100%	91

Q20 - Please tell us the zip code that you consider to be your primary residence.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Please tell us the zip code that you consider to be your primary residence.	0.00	99203.00	93350.76	17704.49	313448983.03	90

Q21 - What is your job title?

What is your job title?
Development Manager
Healthy Places Division Manager
Performance Media Manager
Social Media Campaigner

Content Design Manager
Senior Project Engineer
Account Manager
Production Assistant
Campaign Executive (Project Hire)
Server/Bartender
Sr benefits specialist
Marketing Specialist/Escape Room Owner
Senior Research Analyst
Senior Account Manager
Sales Development Representative
Sr. Marketing Manager
Market Development Representative
Senior Brand Manager
Unemployed
Self Employed
Digital marketing intern
Social Media Manager
Marketing Coordinator
Marketing Manager
Teacher
Marketing Communications Specialist
District Sales Leader
Associate Product Designer
University Lecturer
Marketing & UX Specialist
Website Content Coordinator
Unemployed

Production Assistant and Marketing admin
SEO marketing Manager
VP, Director
Social Media Strategist
Work Order Administrator
Director of Communications
SMB Client Partner
Tax Preparer
SEO Specialist
Digital Content Manager
Sr Marketing Manager
MBA student
Baker
Marketing Manager
Graduate Assistant - Residence Life
Technical Research Lead (Social Analytics - Primarily for market research consulting)
Field Marketing Manager
Digital Coordinator
Marketing Data Analyst
Digital Marketing & SEO Specialist
Sr. Analyst, Business Process, Consumer Markets
Senior program manager
Senior Marketing Manager
Marketing assistant
Associate Manager of Media Services
Inventory Control Specialist
Director of Marketing and Operations
Marketing & Operations

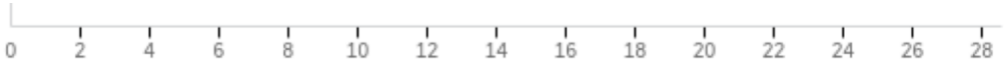
Sales Associate
Digital Marketing Strategist
Unemployed
Communications Coordinator
Real estate agent
Sales Development
Senior Marketing Associate
Unemployed
Account Manager
Marketing Coordinator
Senior Analyst, Consumer Insights
Marketing Coordinator
Data Analyst
Paint Estimator
Data Analyst
Director of Business Development
President
-
Area Manager
Insurance Broker
Marketing Director
Student
Sr. Product Manager, Toronto Canada
Graduate Student / Design Intern
User Acquisition Manager
Senior Account Executive
Market Manager
Senior Content Marketing Strategist

Q22 - What firm are you working for?

What firm are you working for?
Eye to Eye (Nonprofit)
Grays Harbor Public Health
NRDC
Amazon
GLY Construction
WT
Small business
United Way of Snohomish County
Salesforce
Hawthorn Farm Athletic Club/Cannon Beach Escape Room
Ipsos
Marketing
DocuSign
Ste. Michelle Wine Estates
DocuSign
Amazon
Self Employed
Microsoft
Self employed
LMN Architects
A middle school.
Monolithic Power Solutions
Frito Lay
PitchBook Data

Bonsai Media Group
Cloud Security Alliance
N/A
Caliber Home Loans
GroupM - WaveMaker
Spark Foundry
Brandner Communications
SeaGen
Portent
Liberty Tax Service
Ethical Gains
Lifetime Brands
Amazon
Seattle University
Not working for a firm
Faithlife
University of Saint Mary
PSB (psbinsights.com)
Turn-Key Marketing & Promotions
SPIE
SiteCrafting
T-Mobile
Unify consulting
LinkedIn
NAI Puget Sound Properties
New Engen
Costco Wholesale
The Virtual World Society Non Profit

Performance Physical Therapy
None yet, still in retail at the moment
Self-Employed
Olympic Community of Health
Windermere Real Estate
Ceros
Accelalpha
None
ERSG (Environmental Recruitment Solutions Group)
Currently transitioning between firms. On the agency side now, will be taking my final interview for Trupanion this Friday
DCG One Seattle
Flying colors painting
Nike
Anvil Media
Amazon
Rice Insurance LLC
IAJ Media
N/A
Rogers Communications Inc.
University of Michigan
Epic Games
Rise Interactive
CampusPoint
Microsoft



#	Answer	%	Count
1	Unknown	100.00%	26
	Total	100%	26

Q15 - Parent Topics

Answer	%	Count
Total	100%	undefined