

Marist Integrated Marketing Communication Program:

Public Relations Plan

Angela Demanche, Mackenzie Mulhern, Nina Squicciarini, Rahula Shakya

October 16, 2020

Part 1

Background & Purpose:

This document will provide an overview of the organization, priority audiences, proposed methods for primary and secondary research, goals, objectives, themes, message, channels and strategies. This research and action planning document will provide an analysis of how the Marist Integrated Marketing Communication (IMC) program can increase student enrollment. This document is a plan for how to conduct research on the IMC program and strategies for reaching their audience. A combination of social media, print advertisements, and more finish sentence

Marist College has been offering an online IMC Master's degree since 2012. The document provides background information on the program and insights on opportunities of growth. Being a newer program, well established competitors pose a threat to Marist's IMC program, however with a strong public relations plan Marist can effectively reach a greater audience and ensure the success of the program.

Overview of Organization:

- 3.0 overall GPA & 3.2 GPA for Communications
- Major in Communications with a concentration of Advertising and Public Relations
- As mentioned on the website "all IMC courses are offered in an asynchronous online format to accommodate the needs of working professionals"
- The program is time efficient because full-time IMC graduate students can complete the degree in as little as three semesters. While part time students may take up to three years so the program is flexible to the needs of the students.

- All ten courses are 8-weeks in duration for an expedited experience and are a total of 30 credits.
- This newly designed program features cutting edge marketing courses geared to reflect the current industry trends.

Priority Audiences:

- Publics
 - Professors teaching in the IMC program
 - Faculty within the IMC program
 - Students enrolled in the IMC program
- Audiences
 - Current undergrad Marist student
 - Students outside of Marist finishing their undergraduate degrees
 - Adults in the communications field that are looking to further their knowledge
 - High schoolers looking to apply to Marist College
 - Parents of Marist communications students
 - Donors of Marist College
- Opinion Leaders:
 - Dr. Subir Sengupta
 - ❑ Director of the IMC program
 - Professor James McKenna
 - ❑ Prior Marist IMC student MA '13 who is currently working in the field and as an adjunct professor at Marist
 - Rhiannon Carpenter, MA' 18

❑ Reasoning: “Having a degree in IMC makes me an asset to my company and allows me to look holistically at communications across my organization.”

❑ Female leader doing well in her field after completing the program

Proposed Methods for Primary Research:

- Primary

- **Survey:** Sending a survey to undergraduate communication students will provide information on who is interested in graduate school and the IMC program. This will show how much students currently know about the program and how they can be reached effectively. A survey is a cost-effective method that can reach a large number of students with immediate results.
- **In Person Interview:** Conduct multiple brief interviews with random undergraduate communications students that are passing by the Lowell Thomas lobby area. This method can help gain insight about awareness of the program and an understanding of how many students intend on pursuing a Master’s degree after their Bachelor’s degree is complete.
- **Focus Group:** We plan to gain access to the undergrad students at Marist College who are declared Public Relations and Advertising majors and conduct a focus study to gauge their potential interest in the program. There will be multiple small groups of about 8 students, consisting of both male and female, and they will be asked about the IMC program and their level of interest in potentially joining. This will give insight to how the program can evolve to be more appealing to the student-body. Focus groups allow students to give full length answers and express

their opinions unbiasedly in a comfortable setting to better understand their audience.

- Secondary
 - **Competitors:** Analyze IMC-Programs at other colleges and observe their methods of communicating with their publics.
 - **Online Databases:** Research target audience to understand who is statistically interested in joining graduate school, specifically IMC programs. This will generate data from published works that will help Marist appeal to a wider audience.

Goals:

- Increase number of students in IMC program
- Increase website activity
- Increase awareness among Marist Students
- Increase social media presence

Objectives:

- Increase student recruitment by 50% by August 2021
- Increase unique visitors for IMC page by 25% in the next six months
- Increase awareness among Marist Communications Students by 25% by November 2021
 - ❑ Surveys sent out to Marist Communication students
 - ❑ Virtual panel meeting for interested students hosted by students and professors in the program
- Create a TikTok account for IMC by August 2021
 - ❑ Use the established MaristComArts Instagram to promote IMC program

- ❑ Monitor likes, comments, and shares on Instagrams via Salesforce Social Studio

Themes:

- Flexibility
 - Fully online (asynchronous)
 - Ability to pursue a full or part time career
 - Students are able to choose to take one or two courses over the summer to complete their degree in three or four semesters
- Hireability
 - Makes students a better candidate for jobs (83% indicated they were employed full time in the area of their degree)
 - ❑ <https://www.marist.edu/communication-arts/graduate/marketing-comm/career-impact>
 - Statistically, students are more likely to be hired if they have obtained a Master's degree rather than just an Undergraduate degree
 - Easier to move up the corporate ladder to managerial positions within a company
- Cost Effective
 - \$730 per credit as an undergraduate student
 - \$850 per credit for the 5th year
 - No application fee
- Modern
 - Current & updated curriculum that focus on digital interactive marketing techniques (includes topics on social media, public relations, advertising,

marketing research, branding, strategy, analytical tools, and global marketing insights)

- Convenient
 - Takes only one additional year to complete the Master's degree
 - Is an enticing option for students that would prefer to obtain their Master's degree directly after their Undergraduate rather than obtaining it later on in their careers
 - Undergrad Marist students have a preexisting relationship with the professors in the IMC program

Message:

- Marist IMC: **“World class education at your fingertips”**

Channels & Strategies:

- Word of Mouth
 - Tactic 1:** Setting up fliers in LT, student surveys, put up flyer in local buildings like Salsa Fresca and Poughkeepsie Starbucks
 - Tactic 2:** Have Marist tour guides alert incoming students and families about the program -- how long, follow up questions, duration, who they can follow up with
- Social Media
 - Tactic 3:** Create a TikTok about current students and professors to build awareness and interest in program
 - Tactic 4:** Use interns from Center for Social Media to post content and promote around campus, as well as analyze the awareness of the IMC program on social media
 - Tactic 5:** Create and IMC & Social Media Pre-College Program at Marist College

to increase awareness among prospecting students

- Digital

Tactic 6: Create videos of professors and current/former students explaining the benefits of the IMC program

- Traditional Media

Tactic 7: Mail brochures to parents of underclass Marist students within the communications program

Tactic 8: Mail newly-accepted students IMC t-shirt which they can wear around campus as a form of advertising for the program

Part 2:

Implementation

Tactic 1: Set up flyers with new logo and message in academic buildings and local businesses close to the Marist Campus.

Interested in graduate school?

Integrated Marketing Communications (IMC) at Marist College

- 5-Year BA/MA Program 100% Online
- Become a **LEADER** in the Communication Industry
- Learn about Digital Marketing & Strategic Communication Tactics

- Contact Felicia Zammit-McMann for more information:
Felicia.Zammit-McMann@marist.edu
- Deadline: November 15th (Junior Year)

World Class Education at Your Fingertips School of Communications and the Arts

- **Why the tactic was designed:** This tactic is meant to spread awareness about the IMC Program within current undergraduate students at Marist College. The IMC program is still new and many students are unaware of this program and the benefits. Some students learned about the program through their advisors while others heard of it primarily through conversations with their peers. Undergraduate communication students may not be considering graduate school, but this flyer could spark their interest. Flyers will generate word-of-mouth and are cost-effective (Holtz, 1988). These flyers provide a visual element that students can observe in-between classes and while working on assignments on/off campus.
- **How the tactic is tailored to the organization's service:** This tactic will attract more students to the program. The newly designed flyer will educate more students about the program, and interested students are encouraged to reach out to Felicia Zammit-McCann, Administrative Assistant of Communication Graduate Programs. Spreadness awareness through flyers will encourage discussions about this program to student's peers and parents (Holtz, 1988). This flyer has three main points that state: "5-year BA/MA Program 100% online," "Become a LEADER in the Communication Industry," and "Learn about Digital Marketing & and Strategic Communication Tactics." This information encourages students to reach out and learn more about this new opportunity.
- **How the tactic is tailored to the audience:** The colorful flyers will help catch students' attention and encourage them to look into the posting (Holtz, 1988). A new message and logo was designed to further establish the presence of the IMC program. The new logo features a red fox typing on the computer to represent the program's online flexibility. The logo also includes a Marist IMC sticker located on the red fox's computer. Many

students put stickers on their computer and this is an aspect that would result in people further analyzing the flyer.

- **Describe how the tactic could be implemented:** Communication students are always in Lowell Thomas and strategically placed flyers would generate more attention to the program. Students are often visiting off campus locations such as: Hyde Park Dunkin Donuts, the Poughkeepsie Starbucks, Salsa Fresca, Ready Coffee, and the Poughkeepsie Galleria. With the permission of the store owners, it would be beneficial to the IMC program to post flyers in these areas. Professors could also distribute flyers in their classrooms to generate discussion about the program. Interns at the Center for Social Media will create and post the flyers at the beginning of each month. Each month could have a different themed flyer depending on the Holidays taking place.

Tactic 2: Have Marist tour guides alert incoming students and families about the program.

Marist IMC Tour Guide Prepared Statement

“On the right you will see our building for the School of Communications and the Arts, Lowell Thomas. If you are interested in Communications, we have a new 5-year Bachelors/Master's program.

This graduate program is cost-effective and 100% online. In this program, you have to be a Communications major concentrating in both Public Relations and Advertising. Once you have declared these majors, you can apply to be in this program in November of your junior year.

Once you are in the program, you will take four courses during your undergraduate time at Marist. Then in the remaining fifth year, all online, you will take six more classes. These classes include Brand Management, Global Consumer Insights, Social Media Strategies, and much more. What's amazing is that you can have a job or internship after college and this will not interfere with this graduate program. If you want more information I can give you the contact to the Administration Assistant of Communication Graduate Programs after the tour.

This is a quick and easy way to earn a graduate degree, which is why Marist highly encourages interested students to pursue this path.”

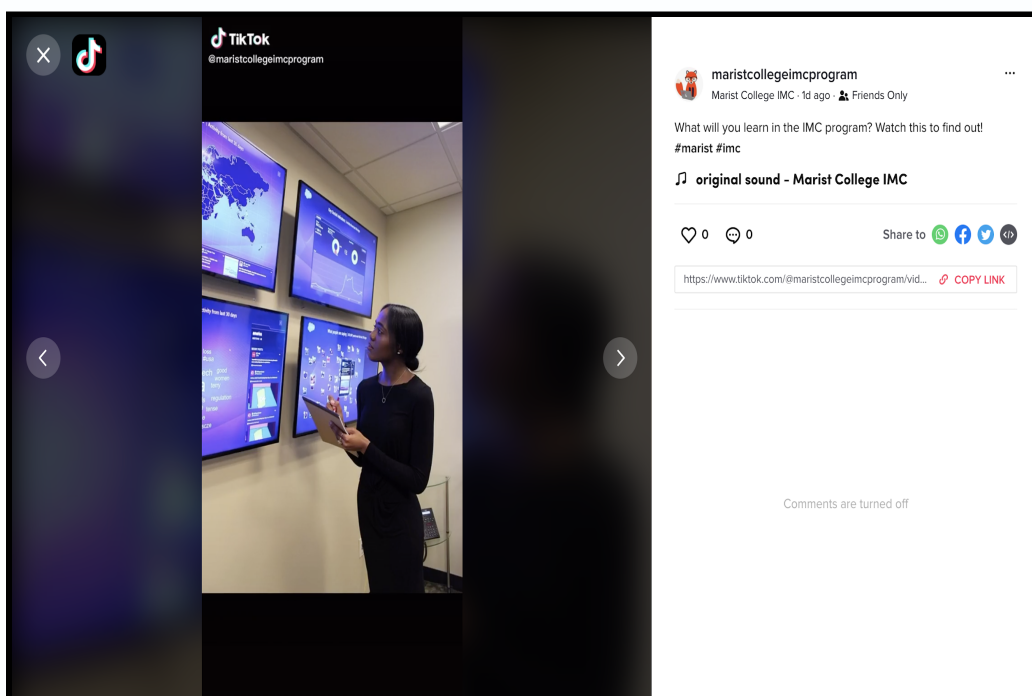
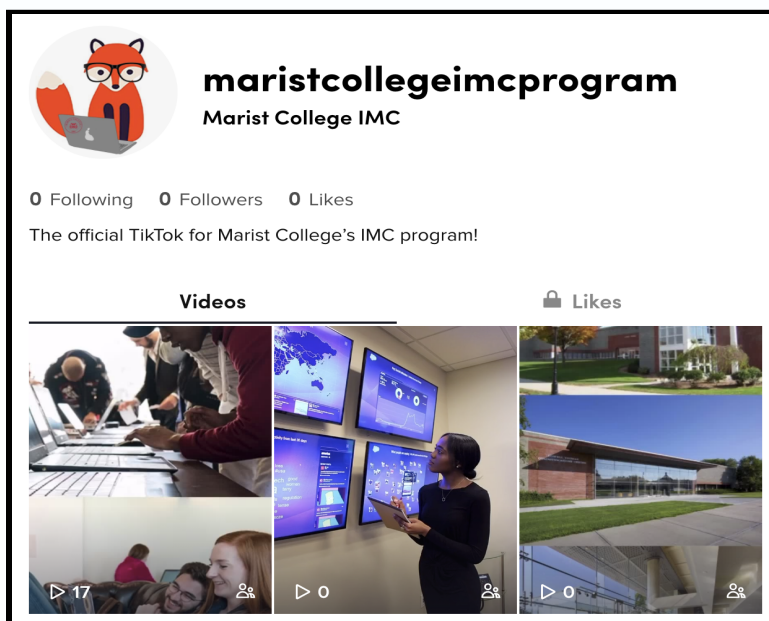
- **Why the tactic was designed:** This tactic was designed to bring awareness to incoming students and parents. Even though high school may not be currently considering graduate school, their parents will see this as a financially smart option, which will result in these students considering life after college at a young age. Discussing the IMC program on a tour, will also spread awareness and draw more students to Marist College. Marist has a strong communications program and the new IMC 5-year BA/MA opportunity is an asset to the college (Marist IMC, 2020). Tours happen all day and everyday at Marist and mentioning this prepared statement will inform new potential students about this growing program. New groups of people will be consistently informed about the IMC program and the benefits of this opportunity.
- **How the tactic is tailored to the organization's service:** In the prepared statement, tour guides will specifically mention the program's flexibility, courses, requirements, and

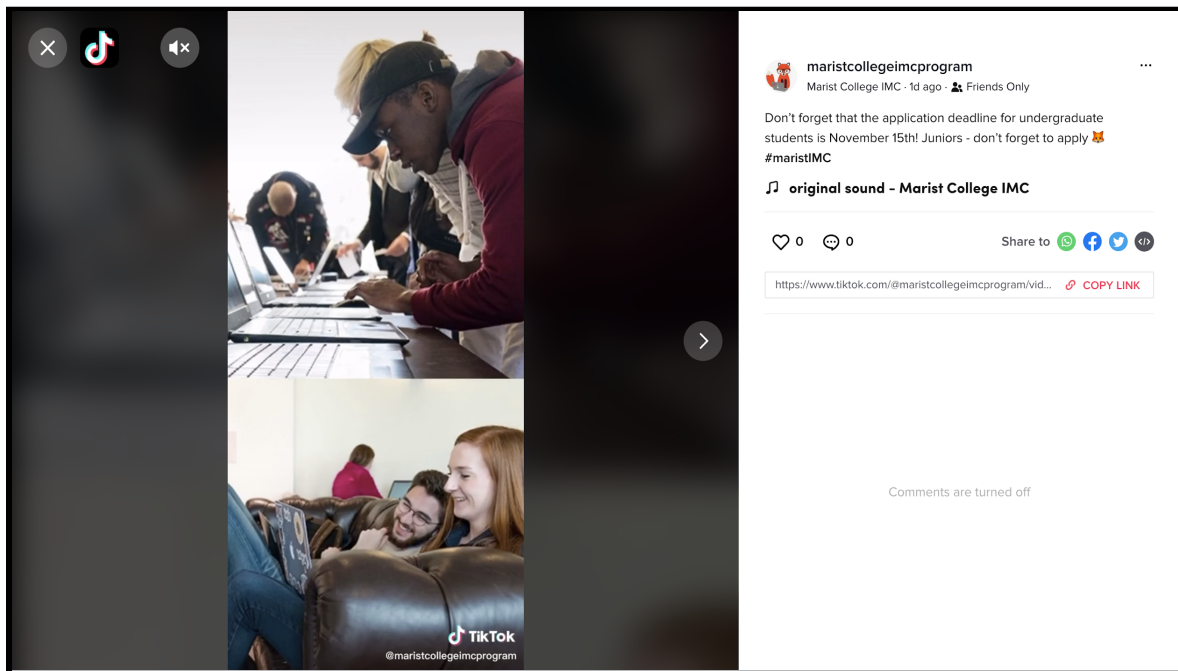
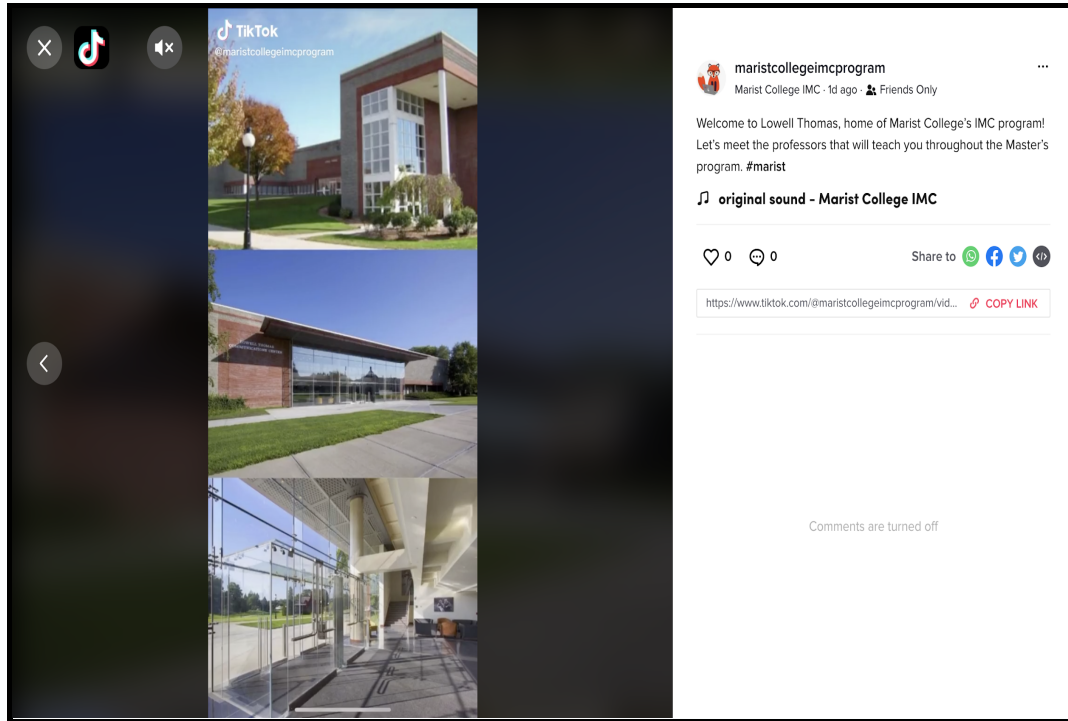
benefits for the future. This informs potential students on the possible opportunities available in the Marist IMC Program. The tour guide will also offer to give out contact information if high school students or parents are interested in learning more. Mentioning this new information on a tour will expose more people to this program, and this is essential for the continuous development of the IMC Program. This spreads awareness about the IMC program and motivates students/parents to reach out for further information. Mentioning the IMC program reflects positively on the School of Communications and the Arts, and Marist as a whole.

- **How the tactic is tailored to the audience:** A degree in Integrated Marketing Communications is a new and upcoming value in the Communication industry. Career Services at Marist College is constantly reiterating the importance of this degree and the opportunities it will bring in the future (Marist IMC, 2020). This tactic gradually introduces high school students to the idea of graduate school without overwhelming them. This gives these high school students an opportunity to think in advance about their college degree, as well as, think about their possible career. Also, many students will go to college undecided, and the mentioning of this program can spark interest in both students and their parents.
- **Describe how the tactic could be implemented:** Benjamin Czuprinski is on the Board of Admissions and he is responsible for scheduling tours. He will be contacted and informed about this new proposed statement to be mentioned on tours. Once the board approves, they will host a meeting to inform and train the tour guides on this prepared statement about the IMC program (Marist IMC, 2020). This segment of the tour will be short but effective, last 2-5 minutes depending on the interest of the group. Tour guides

will mention this information when passing through or near Lowell Thomas. Some deviation from the prompt is expected, but tour guides should discuss the main points provided about the IMC program.

Tactic 3: Create a TikTok about current students and professors to build awareness and interest in program





- **Why the tactic was designed:** This tactic was designed in order to further target current undergraduate students. Young adults in Generation Z are heavy social media users, and TikTok has become an incredibly popular social media app. Utilizing TikTok would help

spread awareness to this audience. Social media is an important tool for any organization, so it is beneficial that Marist IMC is currently on all popular social media apps.

- **How the tactic is tailored to the organization's services:** This tactic is tailored to the organization because it shows off how modern the program is. Not a lot of graduate programs have a social media presence, and utilizing an extremely popular social media app will make the program stand out. The IMC program is all about modern education, so utilizing TikTok will show that the IMC program is current and up-to-date with the trends and current facets within the communications field.
- **How the tactic is tailored to the audience:** This tactic is tailored to the audience because a majority of the audience is made up of students that are between the ages of 18-22. People around this age group are heavily involved with TikTok and make up a large percentage of the users, as 41% of the users are between the ages of 16 and 24 (Aslam, 2020). This makes TikTok a good place to target this audience and spread information about the program.
- **How the tactic could be implemented:** This tactic can be implemented through the creation of a TikTok account. A TikTok account and a corresponding Gmail account have already been created, and the log-in information is available below. The interns in the Center for Social Media can be responsible for crafting videos and posting them onto the TikTok account. This is a great way to utilize existing resources, as well as give the interns a broader skill set.
 - Gmail: maristIMC@gmail.com
 - Password: redfox2020
 - TikTok Username: maristcollegeIMCprogram (log in through Google)

Tactic 4: Use interns from Center for Social Media to post content and promote the IMC program on the “@maristcommarts” Instagram page.

Mock Social Post 1	Mock Social Post 2	Mock Social Post 3
		
Caption:	Caption:	Caption:
Calling Red Foxes!!! Are you interested in our IMC Program?? Earn your MA on your own time with this 100% online program Want to apply?? Check out the link to learn more and start your application today: https://www.marist.edu/communication-arts/graduate/marketing-comm/admission #maristIMC #maristcommarts	Don't know what to do after college??? Our IMC Program is affordable, flexible, and up-and-coming Rhiannon Carpenter graduated our MA program in 2018 and she reflects on how this degree made her an asset in her company. Get a jumpstart on your future and apply today #maristIMC	Happy Friday Red Foxes!! Today's IMC Faculty Feature is Dr. Amanda Damiano She teaches multiple courses in the IMC master's program as well as being a professor in the communication department. Considering Applying? Reach out to any of the faculty to learn more!!!

- **Why the tactic was designed:** The Integrated Marketing Communication (IMC) program at Marist College has the opportunity to increase awareness through social media, specifically the already established “@maristcommarts” Instagram page. This popular Marist page has 1,215 followers (@maristcommarts Instagram, 2020) and is specific to the Communication Department, making it an excellent platform to promote the IMC program. Since only communication students are eligible for enrollment, this platform has a direct line to the target audience. The benefit of using this account instead of making a new one is that it has a foundation and Marist will save time and energy from building from the ground up. Social media is a cost effective and efficient way to reach the study body to yield more enrollment.
- **How tactic is tailored to the organization's services:** The mock social media posts show how the content will promote the IMC program at Marist College. As shown in the mock captions, the posts will have consistent “#MaristIMC” as well as providing appropriate links to the website and application process for students to conveniently learn more about the program. The social posts will also reinforce the new IMC slogan “world class education at your fingertips” which illustrates the program’s flexibility of completing a graduate degree online. The posts will be informative and provide deadlines for the IMC program, show current students, real professors, and even personal anecdotes from past graduates explaining how the program benefited their career. Showing success stories is a powerful persuasive strategy because students will see first-hand how real people benefited from this specific IMC program. Moreover, the posts will redirect students and explain who to contact to learn more about the IMC program.

- **How tactic is tailored to the audience:** Being that social media attracts a younger audience (Shaoolian, 2018), the content being posted will reflect that by posting motivational quotes, bright colors, and creative formats and more. The content will be original that is personalized with Marist's signature red color scheme. Rebranding the IMC program with a lighthearted new logo of a fox typing is a great way to have a consistent theme on social media. Students often check their social media; therefore, frequent posting means they are more likely to notice the IMC program and seek resources to learn more. The posts will combine informational content as well being eye-catching.
- **How the tactic could be implemented:** The tactic could be implemented by having already hired Center for Social Media interns post and create all the social media content. This will be added to the list of their duties for working in the center because these interns already have access to the login information and posting schedule on the "@maristcommarts" Instagram page (@maristcommarts Instagram, 2020). They will be expected to post engaging content and informative captions that highlights the benefits of the IMC program. This is a cost-effective option because they are working for Marist and understand how to design strong social media advertisements, and this will be no extra cost to Marist College.

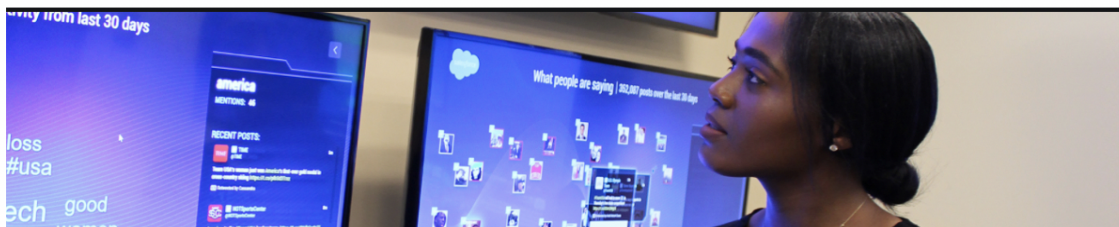
Tactic 5: Create IMC & Social Media Pre-College Program at Marist College to increase awareness among prospecting students

Mock Pre-College Description on Marist Website

Summer Pre-College: IMC & Social Media

Are you interested in learning about Integrated Marketing Communications? Do you wish you could combine social media, branding, public perception in the media, and more? Do you enjoy the creativity of advertising, and meeting and interacting with new people? The IMC & Social Media is an introductory course that walks students step-by-step through the foundational skills in public relations, advertising, and marketing industry trends. You will learn how basic skills on how to effectively engage with an audience through social media. Students will receive first-hand experience in programs like Google Analytics and Salesforce Social Studio to track public perception of a brand. Not only will this program accurately reflect what a communication major is like at Marist College, it will also give students an opportunity to expand their skills and learn tools they can list on a professional resume.

This program gives an inside look of what not only what a communication major would be like, but also an overview of the courses covered in Marist's 5-year MA degree option. Our Integrated Marketing Communication degree gives students the ability to being their master degree while in the junior and senior year for an expedited experience. This will give students an edge for life after college when applying for jobs. The IMC program is fully remote which gives the students the ability to complete their degree while being anyway in the world, or while juggling a part-time/full-time occupation.



Welcome to Marist's Summer Pre-College IMC & Social Media Program!

For the past 15 years, Marist has provided a ranked Top 30 Summer Programs that gives students a sense of college life on campus, a taste for their major, and is a great opportunity to earn college credit while still in high school. Marist has a highly competitive liberal arts institution which prides itself on up and coming programs. Our 5-year MA program is a cost effective, convenient, and ideal option for earning a master's degree. Undergraduate students have the unique experiencing of having formed relationships with the professors in the program from their past courses. Marist offers an up-and-coming program that is reflective of the current industry climate while maintaining the flexibility of doing it from home.

Program Goals

- Introducing students to basic social media tracking tools using Google Analytics and Salesforce Social Studio
- Students will be the taught current trends in the communication industry as well as the importance of effective social media tactics
- The program will teach students of the history of advertising vs how it is being used now in the digital age
- Student will learn basic skills in marketing, public relations, and advertising in both tradition and non-tradition channels

Earn College Credit Over the Summer

Marist Summer Pre-College is geared toward sophomores, juniors, and seniors in high school. Upon successful completion of the Summer IMC & Social Media Program, each student will earn (3) transferable college credits for the Marist College Course towards your Communication degree.

Summer 2020 Dates:

July 6-24

Program Cost:

\$1,500

- **Why the tactic was designed:** Aside from generating interest from Marist College's existing student body, the IMC program would greatly benefit from engaging with incoming high school students. Appealing to a younger audience and sparking interest early is essential to recruit new student enrollment into the IMC program. After researching Marist's pre-college program, there is no course specific to the IMC program. If highschoolers and parents were aware that this program was an online, cost-effective, and faster option to earning a MA, many more students would likely apply to Marist with the intention of enrolling in the IMC program. The more incoming students are aware of the IMC MA earlier, the more likely they will take interest and apply which will boost enrollment.
- **How the tactic is tailored to the organization's services:** The mock up pre-college description on the Marist Website was designed to showcase the best and most interesting parts of the IMC program. The introductory course "IMC & Social Media" will showcase Marist's modern program featuring an updating curriculum that reflects the current industry and the digital age. The course will be taught by real IMC professors, such as Katheleen Boyle, so eligible students can begin to build a personal relationship with their superiors before attending college. The "IMC & Social Media" class will teach students foundational skills in public relations, advertising, and marketing, in a creative and fun way to generate interest. Students will learn this IMC program is cost effective, completely online, up-and-coming, and explain that individuals with a graduate degree are more likely to be hired in a professional setting (Marist, IMC, 2020). The program can even feature a panel of real students in the IMC program to generate credibility.

- **How the tactic is tailored to the audience:** This pre-college program is strategically designed to be called “IMC & Social Media” because even though students may not know exactly what IMC is, most have an inherent desire to learn about social media. In exchange for completion of the course, students will be awarded college credit. Since so many students are on social media, it is a critical skill for them to learn early on. This program is tailored to anyone with a general interest in the field of communications or those who are undecided and looking for a future career path. This program also gives students the opportunity to socialize with students who are likely to be in the same major and potentially the same MA program.
- **How the tactic could be implemented:** This tactic will be implemented by having the mock description posted on the Marist website with the other pre-college program (Mariast, 2020). Given the current state of the world, this program can be held both virtually or in person depending on the lasting effects of COVID-19. When high school students go on the Marist pre-college program tab, the new “IMC & Social Media” course will be the first option to appear since it is the newest addition.

Tactic 6: Create videos of professors and current/former students explaining the benefits of the IMC program



- **Why the tactic was designed:** This tactic was designed in order to better target the adults within Marist IMC's audience. This includes parents of undergraduate students and current communications professionals looking to further their education. These videos will inform them of the benefits of Marist's IMC program in a way that is easy for them to watch. Placing these videos on Marist's website will ensure that they reach the target audience and spread the word about the program effectively.
- **How the tactic is tailored to the organization's services:** This tactic is tailored to the organization because it shows off the best aspects of the program from people who have first-hand experience. These videos will feature students who are either currently enrolled in or have graduated from the program, and this feedback will be very valuable to someone who is interested in applying to the IMC program. The videos with professors in them will also be beneficial, as prospective students can become familiar with their future

teachers and see how fun and kind they are! Combined, this video series will give an in-depth look into the program and all of its benefits, while persuading students to join.

- **How the tactic is tailored to the audience:** This tactic is tailored to the audience because it could be easily accessible to anyone looking for information about the IMC program. The videos could be featured on Marist's IMC website, so that people can easily find the videos and become educated on the IMC program. Both students and adult learners alike would look for information through Marist's website, so this is a great way to reach the audience. These videos would be more professional, which would be tailored more to the adults that are looking for information about the program.
- **How the tactic could be implemented:** This tactic could be implemented through the use of YouTube. A YouTube channel is already available under the Gmail discussed in tactic 3. These YouTube videos can then be linked and featured on the Marist IMC program website. The videos could be made by interns at the Center for Social Media, or by students within the film department.

Tactic 7: Mail brochures to parents of Marist undergraduate students in the communications program

	MARIST Integrated Marketing Communications	<i>World class education at your fingertips</i>
5 Year Dual Degree Program: • B.A. in Communication • M.A. in Integrated Marketing Communication	Marist College's dual-degree program is designed for students pursuing a B.A. in Communication with dual concentrations in Advertising and Public Relations (PR). This program offers students the ability to get ahead by beginning coursework for a Master's degree while pursuing their Undergraduate degree. This unique opportunity enables participants of this program to earn a Master of Arts Degree in Integrated Marketing Communication (IMC) with only one additional year of schooling. While the undergraduate curriculum focuses on the theory and practice of Advertising and PR, the IMC curriculum furthers students' knowledge base with a management prospective. This program provides students with an exceptional education experience developed with the help of industry leaders to provide modern marketing and communication knowledge needed to further their careers in competitive global market.	Admission Requirements: ○ Declared communication major ○ Declared dual concentration in Advertising and Public relations ○ Cumulative GPA of 3.0 overall ○ Cumulative GPA of 3.2 in the major ○ Current Resume ○ 3 letters of recommendation ○ A personal statement outlining how the five-year program will help applicant's career goals.
Cost Effective • \$730 per credit (as an undergraduate) • \$850 per credit (5th year)		Application Deadline: Nov 15th of Applicant's junior year
100% Online Curriculum 100% Flexible (Asynchronous)		For more information: • Contact Felicia Zammit-McMann at: Felicia.Zammit-McMann@marist.edu • Visit: https://www.marist.edu/communication-arts/graduate/marketing-comm

- **Why the tactic was designed:** Parents have a large influence on their child's decisions regarding higher education (Turley, 2006). However, as it stands many parents are likely not aware of this program being offered by Marist. Therefore, this tactic was designed to directly reach the parents of undergraduate communications students. With

encouragement from their parents more students will take time to seriously consider joining the program and put in their application.

- **How the tactic is tailored to the organization's services:** This tactic conveys several key points of information regarding the organization's services. The left section of the brochure indicates that the service is a fully online, dual degree program that is also cost effective. The center section explains more of the benefits of the program followed by the right section which includes the admission requirements, the application deadline, and where to find more information.
- **How the tactic is tailored to the audience:** This tactic is tailored to the audience because the format of physical mail ensures that the flyer will be looked over by the parent. People's email inboxes are flooded with new emails everyday and they might not read ones that don't seem important on first glance. On the other hand, receiving physical mail from the college that their child is attending is sure to get their attention and have them read the flyer.
- **How the tactic could be implemented:** This tactic can be implemented by simply referring to Marist College's database to find the pertinent mailing information. Once the flyers are printed, labels can be added to them and they can be mailed from the campus post office in the Student Center.

Tactic 8: Mail newly-accepted students IMC t-shirt



- **Why the tactic was designed:** This tactic was developed because word of mouth is one of the strongest methods of communicating a message (Kazmi & Mehmood, 2016). The exposure from students wearing their t-shirt around campus and in their dorms/apartments can spark conversations and increase awareness of the program. T-shirts are especially effective because each T-shirt will be worn multiple times and be seen by a plethora of different people.

- **How the tactic is tailored to the organization's services:** Although the T-shirt does not explicitly mention particular services of the organization, it is designed to start conversation. Students in the program have strong communication skills and will be able to easily verbalize the meaning of their shirt. These conversations could lead to more in depth conversations, not only increasing awareness of the program, but also conveying its key benefits.
- **How the tactic is tailored to the audience:** This tactic is tailored to the audience because college students are on a budget and always happy to get free items. Marist clothing from the bookstore is popular but fairly expensive as well, so the fact that it will be a Marist shirt will make people more inclined to wear it. In addition, the design was created with minimal text so that individuals will actually want to wear the shirt out instead of just leaving it in their closet.
- **How the tactic could be implemented:** Each year a new round of students are accepted to the IMC program and the acceptance letter is electronically sent to notify them. This tactic could be implemented by slightly amending the acceptance letter. A few lines could be added at the end to let students know that those that would like a free IMC t-shirt should reply to the email with their desired shirt size by November 20th of each year.

Logistics

Tactic 1: Flyer

- Staffing:
 - ☐ Interns at the Center for Social Media
 - ☐ Amanda Damiano, Director of the Social Media Center
- Budget: This tactic will not require any additional budget for the IMC program. The paper will be provided by Marist College and printed in Lowell Thomas, Digital Toolbox room, and the interns are not paid in the Center for Social Media.

Tactic 2: Tour Discussion

- Staffing:
 - ☐ Benjamin Czuprinski, Board of Admissions (specifically manages tours)
 - ☐ Board of Admissions (needed for approval)
 - ☐ Admissions' Tour Guides
- Budget:
 - ☐ This tactic will not require any additional budget for the IMC program. The Board of Directors in Admission and Tour Guides are already paid minimum wage by Marist College, and the addition of the new statement will not change this.

Tactic 3: TikTok

- Staffing
 - ☐ Interns at the Center for Social Media
 - ☐ Amanda Damiano, Director of the Social Media Center
- Budget: This tactic will not require any additional budget for the IMC program.

Tactic 4: Social Media Interns

- Staffing:
 - ☐ Interns at the Center for Social Media
 - ☐ Amanda, Daminao, Direct of the Social Media Center
 - ☐ Gerry McNulty, may oversee interns for the Communication Department
- Budget: This tactic will not require any additional budget for the IMC program since the interns at the Center for Social Media work for experience and not income.

Tactic 5: Pre-College Program

- Staffing:
 - ☐ Communication/IMC professors (example: Katherine Boyle)
 - ☐ If program is in person:
 - ❖ RA's for housing will be required
 - ❖ Cooks top provide food in dining hall
 - ❖ Marist security to ensure safety of students
- Budget: This tactic will require adequate payment to the professor who teaches the Summer Pre-College Program; however, this will already be accounted for the existing budget for summer programs.

unable to find exact income Marist professors make for pre-college summer programs, but it will approximately be a few thousand dollars

Tactic 6: Video Production

- Staffing:
 - ☐ Interns at the Center for Social Media
 - ☐ Film Students
 - ☐ Amanda Damiano, Director of the Social Media Center
- Budget: This tactic will not require any additional budget for the IMC program.

Tactic 7: Brochure

- Staffing:
 - ☐ Interns at the Center for Social Media
 - ☐ Amanda Damiano, Director of the Social Media Center
 - ☐ Deirdre Marsh, Print Production Specialist at Marist Digital Publication Center
- Budget: One copy of the flyer costs \$0.25 to print, and a stamp costs \$0.55 giving a cost of \$0.80 which can be multiplied by the number of students in the communications program to determine the total cost.

Tactic 8: T-Shirt

- Staffing:
 - ☐ Amanda Damiano, Director of the Social Media Center
 - ☐ Interns at the Center for Social Media
- Budget: Custom printed t-shirts can be ordered for \$15 per shirt or less depending on the quantity and mailing costs vary around \$4. The final budget required depends on the amount of students that are accepted to the program each year.

Master Calendar – Includes All 8 Tactics

- Color Coded

Tactic 1, Tactic 2, Tactic 3, Tactic 4, Tactic 5, Tactic 6, Tactic 7, Tactic 8

November 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 - Mention IMC Prepared Statement on tours	2 - Mention IMC Prepared Statement on tours - Interns create new flyer for the month	3 - Mention IMC Prepared Statement on tours	4 - Mention IMC Prepared Statement on tours - Post Program Highlight of IMC @maristcommarts	5 - Mention IMC Prepared Statement on tours - TikTok tutorial for Social Media Interns	6 - Mention IMC Prepared Statement on tours - Recruit professors and students to be in videos - Post faculty highlight IMC	7 - Mention IMC Prepared Statement on tours
8 - Mention IMC Prepared Statement on tours	9 - Mention IMC Prepared Statement on tours - Give flyers to professors to give students (application deadline 11/15)	10 - Mention IMC Prepared Statement on tours - Print flyers at the digital publications center	11 - Mention IMC Prepared Statement on tours - Prepare flyers to be mailed - Post reminder about IMC deadline on the 15th @marsitcommarts	12 - Mention IMC Prepared Statement on tours - Film and Upload TikTok #1 - Mail flyers out from the Marist Post Office	13 - Mention IMC Prepared Statement on tours - Film Video #1 - Post faculty highlight IMC	14 - Mention IMC Prepared Statement on tours
15 - Mention IMC Prepared Statement on tours	16 - Mention IMC Prepared Statement on tours - Interns post flyers in academic buildings (mostly LT) - Upload Video #1	17 - Mention IMC Prepared Statement on tours	18 - Mention IMC Prepared Statement on tours - Post IMC testimonial quotes from graduates @martiscommarts	19 - Mention IMC Prepared Statement on tours - Film and Upload TikTok #2	20 - Mention IMC Prepared Statement on tours - Film Video #2 - Deadline for students to reply with t-shirt size - Post faculty highlight IMC	21 - Mention IMC Prepared Statement on tours
22 - Mention IMC Prepared Statement on tours	23 - Mention IMC Prepared Statement on tours - Interns post flyers in locations off-campus - Upload Video #2	24 - Mention IMC Prepared Statement on tours - Organize student replies into an excel document	25 - Mention IMC Prepared Statement on tours - Package and mail t-shirts to students - Post benefits of of graduate school @maristcommarts	26 - Mention IMC Prepared Statement on tours - Film and Upload TikTok #3	27 - Mention IMC Prepared Statement on tours - Film Video #3 - Post faculty highlight IMC	28 - Mention IMC Prepared Statement on tours
29 - Mention IMC Prepared Statement on tours	30 - Mention IMC Prepared Statement on tours - Upload Video #3		- Post the core curriculum of the IMC program to @maristcommarts		- Post faculty highlight IMC	

Tactic 1, Tactic 2, Tactic 3, Tactic 4, Tactic 5, Tactic 6, Tactic 7, Tactic 8

July 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6 IMC & Social Media in Session	7 IMC & Social Media in Session	8 IMC & Social Media in Session	9 IMC & Social Media in Session	10 IMC & Social Media in Session	11 IMC & Social Media in Session	12 IMC & Social Media in Session
13 IMC & Social Media in Session	14 IMC & Social Media in Session	15 IMC & Social Media in Session	16 IMC & Social Media in Session	17 IMC & Social Media in Session	18 IMC & Social Media in Session	19 IMC & Social Media in Session
20 IMC & Social Media in Session	21 IMC & Social Media in Session	22 IMC & Social Media in Session	23 IMC & Social Media in Session	24 IMC & Social Media in Session	25	26

Evaluation

Tactic 1: Set up flyers with new logo and message in academic buildings and local businesses close to the Marist Campus.

- Goal: Increase number of students in IMC program
- Objectives: Increase awareness among Marist Communications Students by 25% by November 2021
- Evaluation: The effectiveness of the flyers will be measured by the amount of people that reach out and email the Administrative Assistant of Communication Graduate Programs, Felicia Zammit-McMann. Felicia's name and email was listed at the bottom of the flyer to contact for more information. Currently, Felicia is a contact for current students in the IMC program and she would be the most qualified to send information to interested students. Felicia can keep a record of the interested undergraduate students inquiring emails in order to evaluate the effectiveness of the flyers being posted.

Tactic 2: Have Marist tour guides alert incoming students and families about the program

- Goal: Increase number of students in IMC program
- Objective: Increase unique visitors for IMC page by 25% in the next six months
- Evaluation: This tactic will be measured through a survey that will be emailed to the family after the tour. This survey will ask questions about the prospective student's interest in the IMC, if they learned any new information, and their opinions on the program. A Likert scale was used to gauge students/parents' experience in a time-effective manner. The survey will be in Google Forms and sent from the Marist Admissions email, Admission@marist.edu. Families will be reminded about the survey email at the end of the tour.

- Link to Mock Evaluation Survey: <https://forms.gle/5gdjm4RzKnib6umT9>

Tactic 3: Create a TikTok about current students and professors to build awareness and interest in program

- Goals: Increase awareness among Marist Students & Increase social media presence
- Objectives: Create a TikTok account for IMC by August 2021 & Increase awareness among Marist Communications Students by 25% by November 2021
- Evaluation: This tactic can be measured through how many followers the TikTok page has, as well as how many views, likes, and comments each TikTok is receiving. If there is a lot of engagement with the account, it is easy to tell that this tactic is effective.

Tactic 4: Use interns from Center for Social Media to post content and promote the IMC program on the “@maristcommarts” instagram page.

- Goal: Increase awareness among Marist students & increase social media presence
- Objective: Increase awareness among Marist communication students by 25% by November 2021 (next 12 months)
- Evaluation: This specific tactic can be measured for effectiveness by monitoring the likes, comments, and shares on posts dedicated to IMC on the “@maristcommarts” instagram page. If there is an increase in followers to the instagram account, as well as an increase in IMC student enrollment it can be correlated that the tactic is effective. Specifically, analyzing if the linked IMC pages in the social media captions are generating more unique visitors. User engagement with the account is another way to determine if the goal of increasing awareness and social media presence will meet the objective of a 25% increase of Marist student awareness.

Tactic 5: Create and IMC & Social Media Pre-College Program at Marist College to increase awareness among prospecting students

- Goal: Increase number of students in IMC program
- Objective: Increase student recruitment by 50% by August 2021
- Evaluation: The way to measure the effectiveness of the IMC & Social Media Pre-College Program by conducting a post completion survey emailed to students that directs for students created on Google Forms. This survey will measure students' thoughts on the program, as well as determining if they are planning to pursue the IMC MA as a result of attending the course. Effectiveness will be defined by analyzing the responses from the survey. The survey includes a section where students can fill in their own suggestions for improvement which will give Marist direct insight on how to make the IMC program more appealing to the student body, thus increasing recruitment.

Link to Mock Survey: <https://forms.gle/84WYRw54yLuvEs2r9>

Tactic 6: Create videos of professors and current/former students explaining the benefits of the IMC program

- Goals: Increase number of students in IMC program & Increase social media presence
- Objectives: Increase student recruitment by 50% by August 2021 & Increase unique visitors for IMC page by 25% in the next six months
- Evaluation: This tactic could be measured through the monitorization of likes and views of the videos themselves. Since the videos will also be featured on Marist's IMC website, the tactic can also be monitored through unique visitors and clicks on the website. Through these measurements, it will be clear whether this tactic is effective or not.

Tactic 7: Mail brochures to parents of Marist undergraduate students within the communications program

- Goals: Increase number of students in IMC program & Increase website activity
- Objectives: Increase student recruitment by 50% by August 2021
- Evaluation: This brochure directs recipients to use two methods in order to find more information about the program. One method is to contact Felicia Zammit-McMann via her email, and the other method is to visit the website. The effectiveness of this tactic can be measured by monitoring if inquiries are made to Felicia and if traffic to the website has increased after the brochures have been sent.

Tactic 8: Mail newly-accepted students IMC t-shirts

- Goals: Increase awareness among Marist Students
- Objectives: Increase awareness among Marist Communications Students by 25% by November 2021
- Evaluation: The effectiveness of this tactic can be measured through the qualitative method of simply observing students on campus to see if they are wearing the shirt. Another method is through a promotion in which students will be encouraged to post images of themselves wearing the t-shirt on social media with the hashtag #maristIMC for a chance to win Marist gear from the Marist Bookstore. Using a hashtag will give us quantitative data and allow us to observe public response.

References

- Aslam, S. (2020). *TikTok by the numbers: Stats, demographics & fun facts*. Omnicore.
<https://www.omnicoreagency.com/tiktok-statistics/>
- Holtz, Herman. "Great Promo Pieces : Create Your Own Brochures, Broadsides, Ads, Flyers, and Newsletters That Get Results." 1988.
- Kazmi, A., & Mehmood, Q. S. (2016). The effect of electronic word of mouth communication and brand image on purchase intention: A case of consumer electronics in Haripur, Pakistan. *Management Science Letters*, 409-508. doi:10.5267/j.msl.2016.5.003
- Marist School of Communication Instagram Account. (n.d.). Retrieved October 16, 2020, from
<https://www.instagram.com/maristcommarts/?hl=en>
- M.A. in Integrated Marketing Communication. (n.d.). Retrieved October 16, 2020, from
<https://www.marist.edu/communication-arts/graduate/marketing-comm>
- Shaoolian, G. (2018, December 06). How to use social media to get millennials to buy from you. Retrieved October 16, 2020, from <https://www.entrepreneur.com/article/323275>
- Turley, R. N. (2006). When Parents Want Children to Stay Home for College. *Research in Higher Education*, 47(7), 823-846. doi:10.1007/s11162-006-9017-4