

Marketing Plan for Faculty led Programs

The purpose of this document is to provide the faculty leader(s) with a variety of promotional ideas and options that can be used to recruit students for the program. For faculty who have chosen Limited Service from SAPO and therefore will take care of their program promotion and recruitment, this information may be used as a resource. For Standard Service level, the assigned study abroad advisor and the faculty leader(s) will be able to collaboratively identify the best options for recruitment and to develop a strategy for implementing them.

PROMOTIONAL PLAN

Marketing Players: Who can help recruit?

PRIMARY

- Faculty leader(s)
- Study Abroad Advisor

SECONDARY

- Academic advisors
- Graduate student and/or student workers from involved departments – if any identified
- College and/or departmental communication coordinator
- Past program participants

Target Audience: Identify who/where you want to recruit

- Classification (Graduate students, U1, U2, U3, U4)
- Types of majors and minors
- Departments and colleges
- Specific classes with target students
 - In First Meeting have faculty identify which classes to target in the first weeks of classes
- Student organizations
- SEC students, Non-Texas A&M students and/or System schools: discuss with SAPO advisor

Print Media Options: Paper or hard copy media

- *Types:* Brochures (*Study Abroad covers first 50, must be ready for Overseas Day*), Faculty can create/organize flyers, posters, chalk board runs
- *Where to use:* SAPO library, office of faculty leader(s), academic advising office, bulletin boards, student centers such as residence halls, Honors programs

In Person Options: Face-to-face

- Overseas Day, International Education Week, I-Week, other student, college & departmental fairs, satellite advising
- Class presentations: the most effective means of recruitment. Discuss target classes with SAPO advisor at first meeting
- Informational meetings
- Presentations to student organizations
- Satellite Advising, resource tables in buildings with high student traffic at strategic times
- Announcements at events hosted by academic college and/or department

Virtual Media Options: Email, web, and computer

- Program page on Study Abroad website & search engine
- Create Program Spotlight for use with
 - Announcements on Study Abroad website
 - Departmental websites, including calendars
 - List Serv and email announcements: department, College, majors, academic advisors, campus wide, interest lists, interest list from previous year if there is one.
- PowerPoint presentations
- Social media: Facebook, Pinterest, Instagram and Twitter: Can create group/fan page and invite interest list to join
- YouTube/Video: Online videos from program participants, marketing, or general videos, on location activities
- Flat screen monitors in department hallways
- Faculty created program websites

For additional resources, visit: <http://studyabroad.tamu.edu> (Faculty leader section)