

MBA Marketing Plan 2016-2017

College of Business MBA

MBA Business Goals:

- Fill the programs to capacity:
 - Full-time 50 /Professional 50 /Entrepreneurship 35
- To increase the quality of students in the MBA programs.
 - “Quality students” are those having a GMAT within the range of 580-720.

MBA Marketing Objectives:

- To increase awareness of the programs and quality to our target audience
- To increase interest in the programs and increase inquiries
- To influence the attitude in the target audience for the Executive MBA programs so UofL will be the “program of choice.”

Target Audience

1. **Full-time MBA** (age: 24-35): College seniors and recent graduates with little in - career experience from UofL and surrounding area.
2. **Entrepreneurship MBA** (Age 24-40): Market regionally. The audience includes recent graduates and young professionals in the region wanting to advance in their current company or start their own business. The region is defined as within a 100-mile radius of Louisville.
3. **Professional MBA** (age: 25-47): Business professionals established in their careers that want to advance but work full- time in demanding jobs.

MBA Marketing Tactics

- Advertise rankings to influence an increase in quality students and program credibility
- Revamp to simplify UofL MBA Landing page: UofLMBA.com. Single campaign pushes
- More online marketing: Targeted Facebook, Google AdWords, Twitter and Facebook in-house campaigns)
- Utilize Media Relations (OCM) for better news coverage building academic and faculty credibility
- Advertise scholarship opportunities and graduate assistantships.
- Monitor stats and reevaluate and tweak campaigns monthly.
- Use consistent ad message -per each MBA program.
- Use broad coverage: Print Advertising/ Direct Mail/Outdoor/Online /Social Media/Website /E-mail
- Continue event support promoting – Cardinal Challenge for Entrepreneurship MBA
 - Pre-event marketing – Event environmental signage, competition feeds, photography – Post event follow-up announcements. The costs are included in their event budgets and not in this plan.
- Promote MBA lunch and learn sessions for prospect information.

MBA Strategic Messages:

- Our Rankings are proof of our quality programs. Credible ranking agencies would include: AACSB/Bloomberg BusinessWeek/Princeton Review/U.S. News and World Report.
 - ACC membership creates academic advantages for students and alumni
 - Program messages (*creative are concepts only and not in final form - still under development*):
 - **Full-Time:** *Get Paid to Earn Your MBA. Or... I Got Paid to Earn My MBA*
 - *The MBA that comes with a job. (or... Competitive internship)*
 - *Competitive Paid Internship*
 - *Fast track 13-month*
 - **Entrepreneurship:** *Mind Your Own Business.*
Get the MBA that teaches you how

Bring your business vision to life.
The Entrepreneurship MBA that teaches you how
- Secondary messages included:*
- Evening and weekend classes
 - Build a startup or innovate within an existing company.
 - Ranked among the top in the nation in entrepreneurship
- **Professional Part-Time:** MBA for you (focused electives in Analytics, Marketing, Healthcare) *Convenient part-time - evening or weekend schedule*

MESSAGE EXAMPLE:

MBA for You.

Specialize your MBA with electives in Healthcare, Analytics, and Marketing. Because you deserve more than an over the counter degree.

Secondary message included:

The MBA that fits your schedule with convenient evening or weekend schedules.

- Learn and network with a cohort of business professionals
- A highly ranked program. For a highly ranked career.
- *Message concept under development:* Two lives: split screen.
Person A: doing the weekend MBA and the other
Person B: a typical weekender.

Person B: Workplace talk "TGIF!! I'm going to go to the flea market this weekend or some other time-wasting event ... then show as time passes split - screens showing how each spend weekends - finally 20 months later: the same two people speaking again on Friday but Person A: now says "I'm going to need you to work this weekend" Slogan: Advance your career without putting your job on hold ...all while your friends are at home watching TV.

MBA Marketing Tactics:

Lead generation strategy directing all traffic to the UofLMBA.com landing page where we can control the message and encourage inquiries. Using an integrated mix of advertising, our audience will see our message in multiple places and formats. Digital is highly trackable so it is preferred.

- Landing page: UofLMBA.com
- UofL Sports marketing – see proposal
 - Papa John's Cardinal Stadium Elevator wraps (4) – Full-Time and Professional MBA
- UofL Campus publications – Ads - Full-Time MBA- Internships
- Student SWAG
- Targeted Online ads
- Social Media ads – Internal free (Facebook, Google, Instagram)
- Direct Mail postcards to other ACC school Deans - Rankings
- Outdoor building banner
- Newspaper Ads and event sponsorships (print and online) – see proposals
- Princeton Review Ads
- Airport Display ads in concourse area and Airport Digital – adjacent to security checkpoint
- Bats Promotion Package – see proposal
- Best Business School Annual – BusinessWeek – full page ad
- Campus Planner – Full-Time MBA
- Direct Mail and email announcing – Entrepreneurship events and Call for entries
- Campus newspapers: IU (Bloomington), Ohio State, UofL, IU, UK, WKU, NKU, EKU, Centre, Georgetown, Purdue, Vanderbilt, Notre Dame.
- MBA Brochure
- MBA flyer and poster

Executive MBA Marketing Plan 2016-2017

College of Business – Executive MBA

Executive MBA Business Goals:

- Increase programs to enrollment
- To increase the quality of students.

Executive MBA Marketing Objectives:

- To increase awareness of the program and quality to our target audience
- To increase interest in the program and increase inquiries
- To influence the attitude in the target audience for the Executive MBA programs so UofL will be the “program of choice.”

Executive MBA Target Audience

4. Age (28 – 45) C-Level executives wanting to further their education for credential, educational, and networking advantage to further advance their career.
5. Corporate business regionally

Executive MBA Strategic Messages (MBA):

- Benefit driven messaging: “Get the best of both universities” and “Partners in your success”
- Highlight a past Executive MBA student experience
- International and D.C. trips
- Special amenities in the program to allow the busy executive spend time on learning not managing the mechanics of class.
 - **ExecutiveMBA:** UK/UofL – Executive MBA from two top-notch institutions continues.

Executive MBA Marketing Tactics

- Advertise our partnership as the best in executive higher education in the Kentucky region
- Landing page: ExecMBA.Biz
- ONLINE digital ads: Targeted paid Facebook, Google adwords, Twitter and Facebook)
- Utilize Media relations in OCM for news coverage building academic and faculty credibility
- Identify and market to opportunities recruiting does.
- Monitor stats and reevaluate and tweak campaigns monthly.
- Consistent messages across multiple venues
- Venues: Print Advertising/ Direct Mail / Outdoor / Online / Social Media / Website / E-mail

Executive MBA Marketing Materials:

- Website: All Advertising will point people to ExecMBA.biz
- Student SWAG – laptops, laptop bags, polo shirts...etc.
- Marketing Signage – for info sessions and events
- Targeted Display network ads (Yahoo, Ad Newtork, Mobile)
- Social Media ads – Internal free (Facebook, Google, Instagram)
- Direct Mail Newspaper ads (print and online messages)
- Airport Digital ad in security area

Equine Marketing Plan 2016-17

College of Business - Equine

Equine Business Objectives:

- Increase program awareness and reputation
- Increase enrollment
- Make a presence in Kentucky

Equine Marketing Goals:

- To support the COB business goals through marketing.
- To make a bigger presence in the horse industry in Kentucky
- To increase awareness of the programs and perception of quality to our target audience
- To increase interest in the programs and to increase inquiries
- To influence the attitude in the target audience so they will be predisposed to have a positive attitude with respect to recruitment

Equine Target Audience

- Upper income horse loving families regionally and nationally
- Those with horse interests passed to their children (in riding clubs and equestrian sports)
- 95% females between the ages of 18-25 and their parents
- UofL campus undergrads
- The general population of Kentucky

Equine Marketing Strategy

- Advertise in Equestrian and riding venues
- Identify sponsorships and partnerships within Kentucky
- Direct all advertising to UofLEquine.com Landing page
- Heavy use of online marketing: Targeted paid Facebook, Google adwords, Twitter @UofLEquine and Facebook with in-house campaigns)
- Utilize Media relations in OCM for news coverage building academic and faculty credibility
- Monitor stats and reevaluate and tweak campaigns monthly.
- Consistent messages coverage in multiple venues.
- Print Advertising/ Direct Mail / Outdoor / Online / Social Media / Website /Email

Equine Marketing Messages

- The only AACSB accredited Equine business Degree offered in the world.
- Learn the business of horses in the heart land of the equine industry. Kentucky
- You can love to work with horses and still have a successful career
- The UofL Reputation gives more value to your degree.
- What makes us different and better than those other Equine programs.

Equine Marketing Materials:

- Landing page: UofLEquine.com
- Twitter @UofLEquine
- Equine Brochure
- Student SWAG and giveaways. (water bottles and shirts and other horsey stuff)
- Targeted Display network ads (Google+ yahoo, Ad Newtork, Mobile)
- Social Media ads (Facebook, Google, Instagram)
- Business First ads Derby lead up March/April
- Courier Journal (print and online messages) -Derby lead up. March/April
- Airport Display ad in concourse area
- Airport Digital – Derby time animation
- Saddle and Bridle Magazine Full-page ad
- Hall of Fame Magazine (Equestrian.com)
- KY Derby Museum partnership
- AFF giveaway for email addresses
- Horseclicks.com
- KY Horse Park – Website banner ads (top banner leaderboard and sidebar ads)
- KY Horse Park – Campground Map advertising – Printed annually
- KY State Fair Championship horse show
- Horses Daily - Daily direct email blasts from Horsesdaily.com and Dressagedaily.com and inclusion in both websites' display ads, vendor directory category and blog entries
- Equineedu.com
- USEF Magazine
- Billboard on 64 between Lexington and Louisville