

College of Business Administration MBA Tuition Reduction Marketing Plan

Scope: To market and communicate about the MBA tuition reduction after Feb. 22, 2019.

Objective: (a) to market new tuition for MBA program in Management winter/spring 2019; (b) increase enrollment via measured conversions through calls, website visits, CTR.

Vehicle	Audience	Purpose	Frequency	Medium	Responsibility	Launch Date	Status/Completed (X)	Outcomes/Notes
1. Media Release and Availability	Prospective graduate students currently employed or seeking graduate business programs, general public, alumni, corporations.	Attract new graduate students and corporate partners	1x; interviews with media as well	Cision, Automation Alley, General Media Lists	MarCom	After Feb. 22, 2019	x	
2. Comcast TV Spots, digital premium video, etc.	Prospective graduate students currently employed or seeking graduate business programs and those who enjoy sports, news television programs	Attract new graduate students and corporate partners	Proposed 7-8 weeks	Comcast Television, premium digital video for devices, special times	MarCom	After Feb. 22, 2019	x	\$60,050
3. Outfront Media/Billboards	Prospective graduate students currently employed or seeking graduate MBA programs; some geo-targeting with mobile digital as well	Attract new graduate students	Based on available inventory—proposed 7-8 weeks	Outdoor billboards near SE Michigan companies in four counties and Detroit; some mobile geo-targeting digital included	COB/MarCom	After Feb. 22, 2019	x	\$45,000
4. Advance 360 Digital Behavioral targeting	Prospective graduate students currently employed or seeking graduate business programs via internet and based on specific demographics and lists from Admissions	Attract new graduate students	7-9 weeks	Behavioral targeting via digital banner ads, social media conqueting (FB, Twitter, LinkedIn, Instagram), Google Keyword Campaign	MarCom	After Feb. 22, 2019	x	\$15,000
5. Trade First LED Billboards	Prospective graduate students currently employed or seeking graduate business programs driving into and out of city	To reach constituents via outdoor media—FREE to CBA	16-7 weeks	LED billboards	MarCom	After Feb. 22, 2019	N/A	This is a free resource through our partnership in Trade First
6. Crain's Detroit Business digital newsletter and print magazine	Prospective graduate students currently employed or seeking graduate business programs and corporate partners	To reach constituents via print and online magazine	Junior Ad, one-time insertion, \$7,420 Mich. Morning, 2 weeks, \$2,464. Afternoon Report, 2 weeks, \$2,956 Interstitial, 1 day, \$800.	Print magazine and e-newsletter to readers	MarCom	Feb. 22, 2019 or after	x	\$13,040

Vehicle	Audience	Purpose	Frequency	Medium	Responsibility	Launch Date	Status/Completed (X)	Outcomes/Notes
7. Radio Spots on WWJ, WJR News Radio	Professionals during am and pm drive time	To reach professionals in their cars on way to and home from work	TBD based on inventory	News radio during drive time to and from offices	MarCom	Feb. 22, 2019 and after	x	\$14,950
8. CBA Website Go Page clickable via new slider	Prospective graduate students currently employed or seeking graduate business programs and corporate partners	Viewable for all prospects and companies to learn more information about tuition reset	1x; Feb. 22, 2019	CBA Marketing Go Page	CBA/MarCom	After Feb. 22, 2019		
9. Alumni Social Media Facebook Post	Alumni and their family/friends who may have expressed interest in graduate studies	To encourage alumni to influence prospects— pending alumni relations approval	1-2x, Feb. and March 2019	Alumni Facebook page	Alumni/Marketing & Communications	Feb. 22, 2019 or after	x	
10. Alumni News Blog	Alumni	To inform alumni of recent tuition reset for MBA	1-2x, Feb. and March 2019	News Blog	Alumni/Marketing & Communications	Feb. 22, 2019 or after	x	
11. Detroit Mercy FB page	Alumni, visitors, those searching for programs, general public, corporate partners	To inform all about new tuition reset	1-2x, Feb. and March 2019	Face Book	MarCom	Feb. 22-March, 2019	x	
12. Instagram	Younger students and prospects coming close to degree completion who might consider their MBA	To inform younger students of reset tuition	1-2x, Feb. and March 2019	Instagram	MarCom	Feb. 22-March, 2019	x	
13. Snap Chat	Younger students and prospects coming close to degree completion who might consider their MBA	To inform younger students of reset tuition	1-2x, Feb. and March 2019	Snap Chat	MarCom	Feb. 22-March, 2019	x	
14. Campus Connection	Internal employees and students	To inform employees and students of new tuition reset	1x: Feb. 22, 2019	Campus Connection	MarCom	Feb. 22-March, 2019	x	
15. Corp Magazine Trade First Opportunity	Young and mid-range professionals who read magazine and e-newsletter	To inform about the new tuition reset and attract prospects	1x and TBD	Corp Magazine and e-newsletter	MarCom	After Feb. 22, 2019	NA	
TOTAL COST								\$148,040

VIDEO Revision WITH COMCAST

Our rep will provide the cost to update the three videos we discussed with new voice over that reflects the new tuition structure. More on this soon. Depending on cost, we can use funds from current funding stream to accommodate any cost for video revisions. Final run dates determined based on signed contract submission.