



The Five P's of Marketing

Important Marketing Concepts

Product

What is the name of your program, class or event; and how will it impact enrollment, reputation, specific programs or other important factors?

Task: Assign a user-friendly name to your item.

Price

What does your program, class or event cost, and how will the cost impact attendance?

Task: Identify the cost and how it will be paid

Place

What year/month/day/time/location does your program, class or event take place? Have you checked for previously scheduled conflicting events that might impact attendance?

Task: Reserve location (room, space, etc.)

People

Who are the people you want to reach (your audience)? Are they students, community members, faculty and staff, people in a particular program, people with a particular interest, other?

Task: Identify target lists. Develop messages appropriate to each audience and form of communication.

Promotion

How are you going to make people aware of your program, class or event. More importantly, why should they care?

Task: Select communication modes: print, web, radio, social, in person, etc.

Allow a minimum of two months for effective promotion; include in Class Schedule whenever possible. Include annual events in Student Handbook (information due June 1) and submit to website events calendar as soon as date/time/place is confirmed. Details can be added later. Allow time for ticket printing and distribution for ticketed events.

Questions/Problems?

Contact the Office of Effectiveness & College Relations.

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