



## 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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Author/Modifications

Name	Date	Modification
Sue Groth	03/23/2013	Created
Marie Wise	06/10/2015	Department name/director updated
Daryl Neu	12/13/2017	Updated Wendy's title and the footer url.