



BCIT

SCHOOL OF BUSINESS

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Agenda

- Problem Identification
- Target Market
- Research and Assumptions
- SWOT
- Alternatives
- Solution and Implementation
- Course Concepts & References
- Questions



BCIT

SCHOOL OF BUSINESS

PROBLEM IDENTIFICATION

How do we create a greater brand awareness for the School of Business at BCIT to increase enrollment?

FACTS RELATING TO THE PROBLEM

- :: Lack of knowledge
- :: School of Business covers 49% of all students at BCIT
- :: From 1999 - 2000, the proportion of persons aged 30 - 44 within the working-age population fell from 36.6% - 30.1%. The proportion of persons aged 15-29 was stable, but still dropped from 29.9% - 29.5%
- :: BCIT receives a total of 7% of transfer students out of 11%

TARGET MARKET



DEMOGRAPHIC SEGMENTATION

Gen-Y

Gen-X

Males & Females

GEOGRAPHIC SEGMENTATION

Lower Mainland

Vancouver Island

Fraser Valley

BC Interior

TARGET MARKET

BEHAVIORAL SEGMENTATION

Daily routines

Desire to be at BCIT

Not seeing any progression

Freedom to continue on with education

PSYCHOGRAPHIC SEGMENTATION

Interested in improving base skill sets

Recognize BCIT's strengths



SWOT

BCIT School of Business

Strengths

Weaknesses

Opportunities

Threats

In business strategy, the Strengths, Weaknesses, Opportunities and Threats of an organization, often referred to as SWOT, is a basic strategic tool used to analyze the organization's internal and external environment to identify its opportunities and threats. The Strengths, Weaknesses, Opportunities and Threats of an organization are analyzed to identify its internal strengths and weaknesses and external opportunities and threats. Once these are identified, SWOT is often used to develop strategies to address the organization's strengths, weaknesses, opportunities and threats.

STRENGTHS

- :: Has full-time and part-time courses
- :: Small class sizes
- :: Individual attention from instructors
- :: Practical workplace skills
- :: Strong ties with local businesses
- :: Only requires a 2 year commitment



WEAKNESSES



- ∴ BCIT website has very little mention of the School of Business
- ∴ No identification on school or building where School of Business is located

OPPORTUNITIES

- ∴ Expand business school programs to compete with other local colleges and universities
- ∴ Create more relationships with large corporations for mentorship of students
- ∴ Economic uncertainty
- ∴ Look into offering degrees in association with larger universities
- ∴ Expand campus reach to the interior of BC by having satellite campus
- ∴ Regional university status by the BC Provincial Government

THREATS

- ∴ The general public has very little knowledge of the BCIT “School of Business”
- ∴ Other local business schools
- ∴ Reduction of government funding
- ∴ Reduction of perceived value of a diploma
- ∴ Government tuition freezes
- ∴ Economic conditions

ALTERNATIVE ONE



- ∴ Newspapers
- ∴ Television
- ∴ Radio
- ∴ Magazines
- ∴ Update Website

ALTERNATIVE ONE

ADVANTAGES:

- :: Gives the ability to create a personality and brand image
- :: The television and radio ads will have a large reach
- :: Allows us to convey the message with sight, sound and motion

DISADVANTAGES:

- :: Difficult to track results from these on air market campaigns
- :: Radio and television ads are very expensive
- :: Campaign would have to be short due to the high cost

ALTERNATIVE TWO



MEDIA SELECTED

- :: Internet
 - Facebook, MSN
 - Monster.ca, LINKEDin
- :: Direct Marketing
- :: Outdoor Billboards
- :: Public Transportation Advertising
- :: Signage



ALTERNATIVE TWO

ADVANTAGES:

- ∴ Internet ads are cheaper than traditional television or radio ads
- ∴ Outdoor ads are seen easily by commuters
- ∴ Will always extend beyond your target demographic
- ∴ Fits within the current budget

DISADVANTAGES:

- ∴ Difficult to get the right locations for maximum impact
- ∴ Radio is expensive & will have to be used less frequently
- ∴ Transportation ads frequently vandalized

ALTERNATIVE THREE

- :: Signage
- :: Website Update
- :: Personal Selling
- :: Direct Mail





ALTERNATIVE THREE

ADVANTAGES:

- :: People are more receptive to face-to-face interactions
- :: Easy to track effectiveness
- :: Media is not limited to one location

DISADVANTAGES:

- :: Message is dependant on the representatives
- :: Short exposure time
- :: Direct mail may get lost in "junk mail"





STUDY PART-TIME THIS WINTER

Registration for the Winter 2010 term is now open.

It's your career. Get it right.



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ACADEMIC PROGRAMS

CORPORATE CONNECTION

ALUMNI

BUSINESS CENTRAL

FINANCIAL AID

ADMISSION & REGISTRATION

NEWS

ABOUT BCIT JOPLING

BCIT Home

Future Donald Trump

Graduate Jeffrey Kam's ideas flowing out of control.
>Listen to his speech live from BCIT



- Explore BCIT Jopling
- Program Portfolio
 - Marketing
 - Accounting
 - Finance
 - Operations Management
 - Bachelors Program
 - Credit Transfers
 - Publications
 - World-renowned Faculty

1 2 3 4 5 6 7

> **BCIT Operations Management Technology graduate wins 2009 Technology Leadership Award**
 Congratulations to Cindy Harmel, a BCIT Operations Management Technology graduate, who was named a Today's Woman 2009 winner in the category of Technology Leadership.
[read more>](#)

> **School of Business students selected as Leaders of Tomorrow**
 Each year the Vancouver Board of Trade's Leaders of Tomorrow Mentorship Program (LOT) selects some of the top students entering their final year in a number of Metro Vancouver post-secondary schools and pairs them up with local business leaders to help develop their skills in mentorship, leadership, volunteerism and networking.
[read more>](#)

> **Creating a voice for small businesses in BC**
 Monday, September 21, 2009 - 9:31 am
 Marketing Management - Entrepreneurship grad Adrian Duke knows a thing or two about building solid working relationships. During his final year in the diploma program.
[read more>](#)

Why Jopling School of Business?

ESCAPE YOUR ROUTINE, Making You Successful In A Changing World

BCIT's Business programs provide you with the leadership and problem solving skills that employers look for on your resume. Whether you're building a career in finance, marketing, management or new media, you'll gain practical experience and team oriented abilities across all of our programs.
[read more>](#)

Program Advisors:

- William Heng
- Jeffrey Kam
- Stefanie Gajdecki
- Andrew Pudlas
- Cierra Buck
- Michael VanHorne

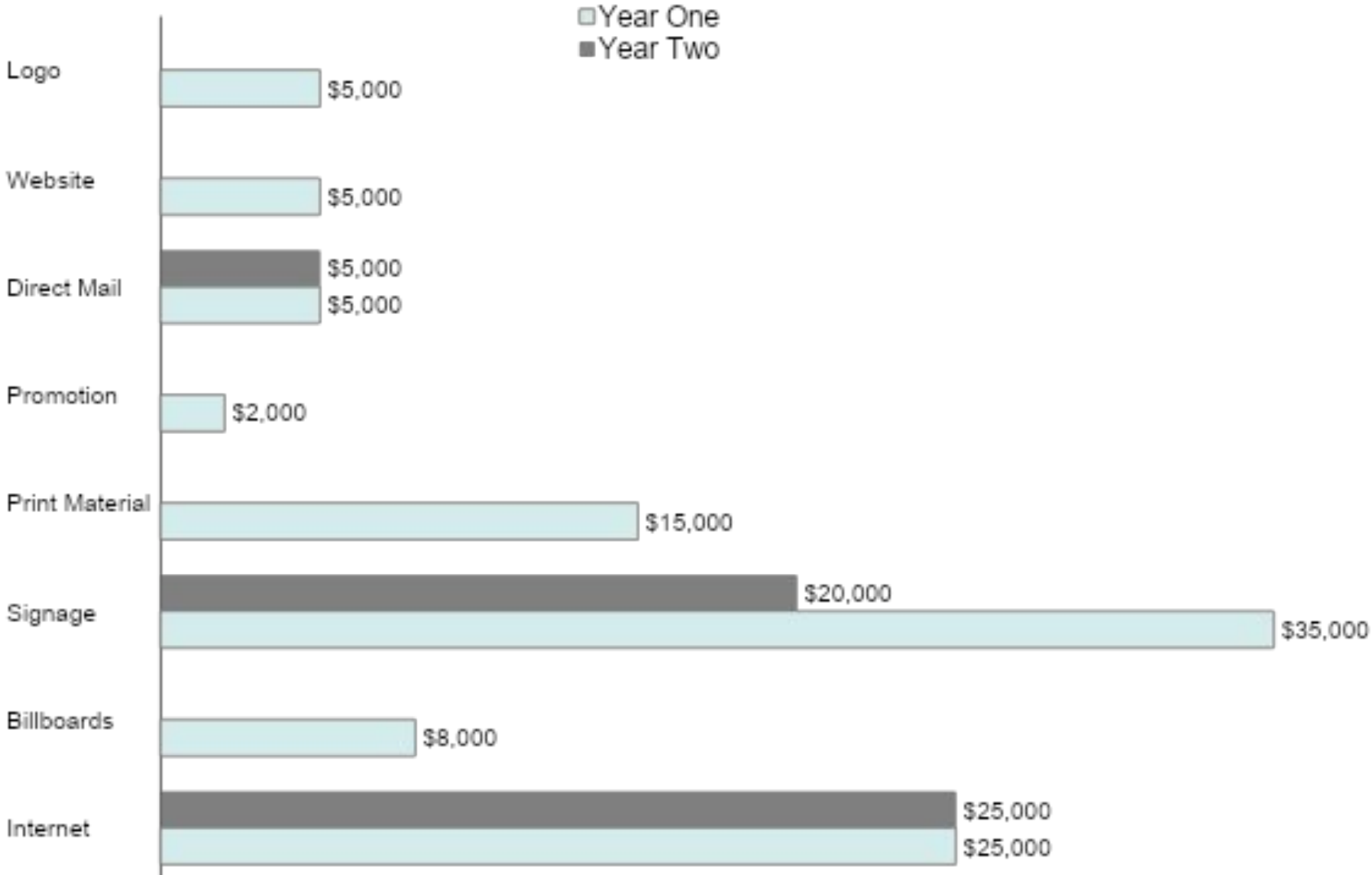
Information for

- Prospective Students
- Alumni
- Corporate Visitors
- Faculty and Staff
- Friends of BCIT Jopling
- Current Students
- Media

Year One - \$100,000

Year Two - \$50,000

Communication Plan Budget



FLIGHTING ADVERTISING SCHEDULE

:: Planning: May - June

:: Production: July - September

:: Campaign Start: November - February

:: Campaign Follow-Up: March - April

:: Frequency - How often audience is exposed to communication within a period of time

MEASURING SUCCESS OF THE CAMPAIGN STRATEGY

- ∴ Click through tracking
- ∴ Direct mail response cards
- ∴ Survey at information sessions
- ∴ Pretesting
- ∴ Tracking
- ∴ Post-testing

Course Concepts

- We used the Steps in Planning an IMC campaign to identify our target and set our objectives for a pull strategy. We then Determined the budget \$250,000 from Anne Marie and Carly Handel to create advertisements and a new online website. Communicating with Consumers and How Consumers perceive Communication concepts were used in our alternatives when we encoded our message towards our selected target market with the rational appeal concept. The direct response marketing concept brought us to come to our advertising campaign to create a new school of business website and logo, separate from the current BCIT to connect with the consumer awareness of the school of business. Also it is to build and maintain a positive image and maintaining the positive relationship with the media. Electronic media concept is used to create a new school of business website. Evaluate and select media is used in all our alternatives to plan when and where advertisements should be placed. The gross rating points concept was to measure reach x frequency. Flighting concepts are used in our solution to implement in spurts with periods of heavy advertising followed by periods of no advertising based on our selected target market. Objective-and-task methods are used to determine the cost required to undertake specific tasks to accomplish communication objectives.

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QUESTIONS

