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Marketing Analysis and Planning for Advising Centers

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Applying Marketing Concepts to EducationUSA

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What is Marketing?

Marketing IS NOT Advertising



What is Advertising?

- A mode of Promotion & Communication
- The non-personal presentation or promotion by EducationUSA of its product & services to its existing and potential audiences.



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What is Marketing?

- Marketing is an ongoing process of planning and executing the marketing mix (aka 4Ps) for the mutually advantageous exchange of products or services.



The Process

- *“If you don’t know where you are going, any road will get you there.”*

Lewis Carroll

- *“If you don’t know where you are going, you will wind up somewhere else!”*

Lawrence “Yogi” Berra

- *“Change is not a destination and hope is not a strategy.”*

Rudy Giuliani



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Why is Marketing Planning necessary?

- Systematic forward thinking by Advisers
- Better co-ordination of an advising center's efforts
- Development of performance standards for control
- Sharpening of objectives and policies
- Better prepare for sudden developments



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Marketing Process for Advisers

- Analysis/Audit – Where are we now?
 - 3Cs includes SWOT
- Objectives - Where do we want to be?
 - Where are we now?
- Strategies – Which way is best?
 - 4Ps
- Tactics - How do we get there?
- Implementation - Getting there!
- Control - Ensuring arrival



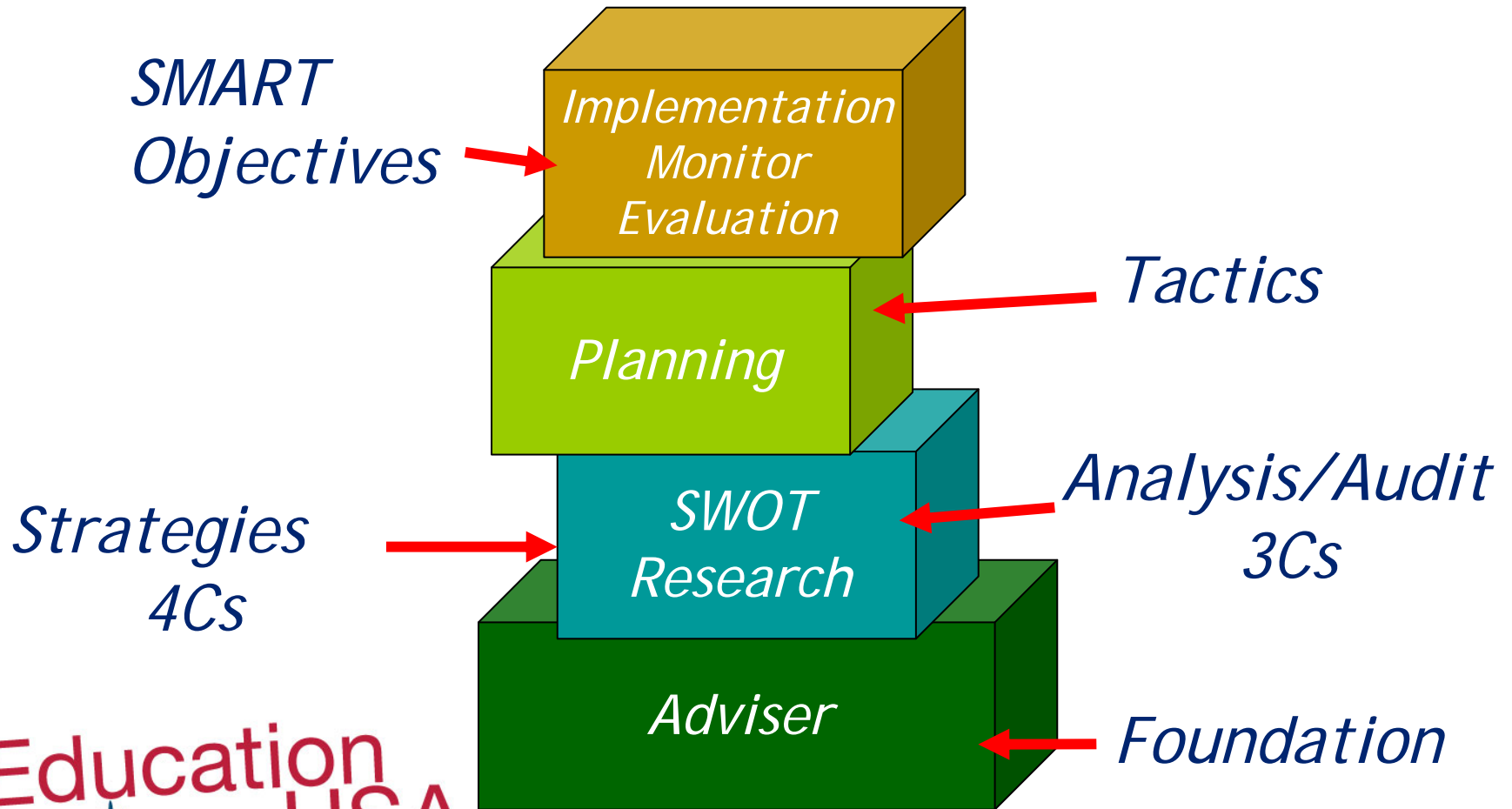
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ABCs of Marketing – Building Blocks



Building Blocks - Process



ABCs of Marketing



Foundation:



Advisers are EducationUSA

Know that everything you do
impacts the brand



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SWOT Analysis/Audit

- **Strengths**
- **Weaknesses**
- **Opportunities**
- **Threats**



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Know Your Audiences

Analysis/Audit

- **Internal**

- Embassies, Consulates, PAS, REAC, ECA, IIE

- **External**

- Students, parents, community groups, schools, partnerships, U.S. higher education community



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Need for Information

Market Research

- Systematic and objective process of collecting, recording, and analyzing data to aid decision-making



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Need for Information

- Enhances quality of decision-making
- More accurate planning
- Better anticipation of audience needs
- Better anticipation of competitors
- Recognize new opportunities

Identifying SMART objectives



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SMART Objectives-Goals

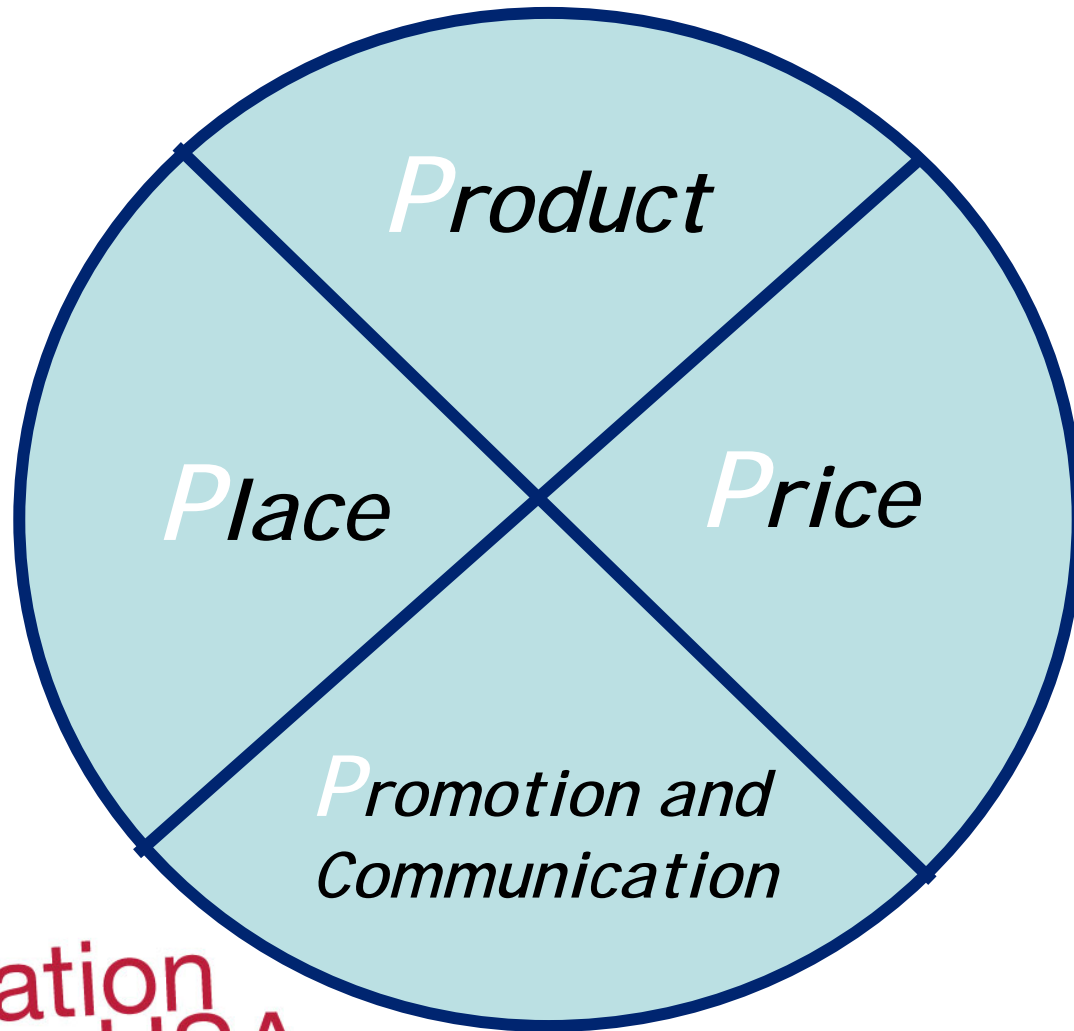
- **Specific**
- **Measurable**
- **Attainable**
- **Realistic**
- **Time-Specific**



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Marketing – Strategies *4Ps*



Products



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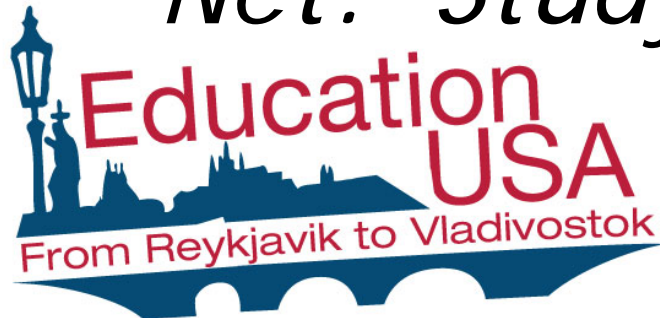
Products



Marketing Can Promote Ideas

EducationUSA centers actively promote United States higher education around the world by offering accurate, unbiased, comprehensive, objective and timely information about education institutions in the United States and guidance to qualified individuals on how best to access those opportunities.

Net: Study in the United States



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Price

The amount of money charged for a service, or the sum of the values that audiences exchange for the benefits of having or using the product or service.

Price



Place



Promotion and Communication

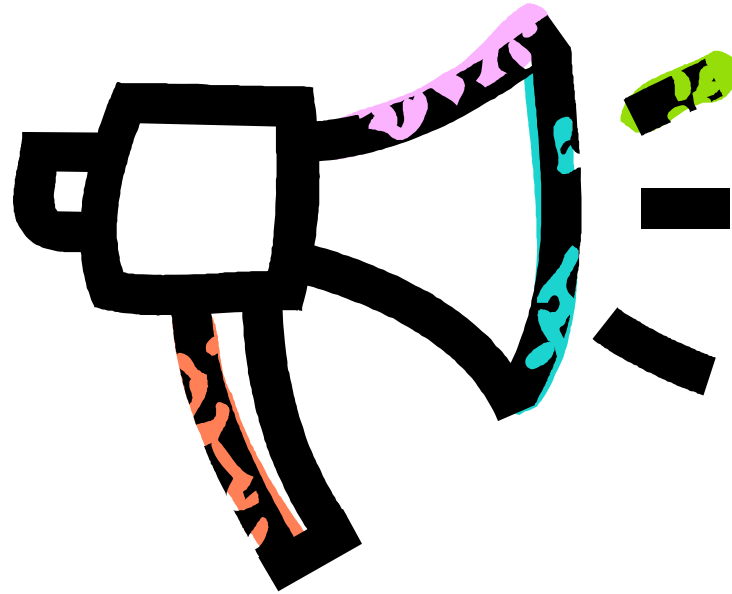
The means by which we attempt to inform, persuade, and remind our audiences, directly or indirectly, about our services and U.S. higher education.



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Promotion and Communications



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Modes of Promotion and Communications

- Advertising
- Experience promotion
- Events
- Public relations and publicity
- Direct marketing
- Interactive marketing
- Personal counseling
- Word-of-mouth marketing



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Audience Satisfaction

The feeling that a product has met or exceeded the intended audience's expectations



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Promotion and Communication

- **Plays three vital roles:**
 - Provide information and advice
 - Persuades the target audiences of the value of EducationUSA
 - Encourages audiences to take action



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Promotion and Communication

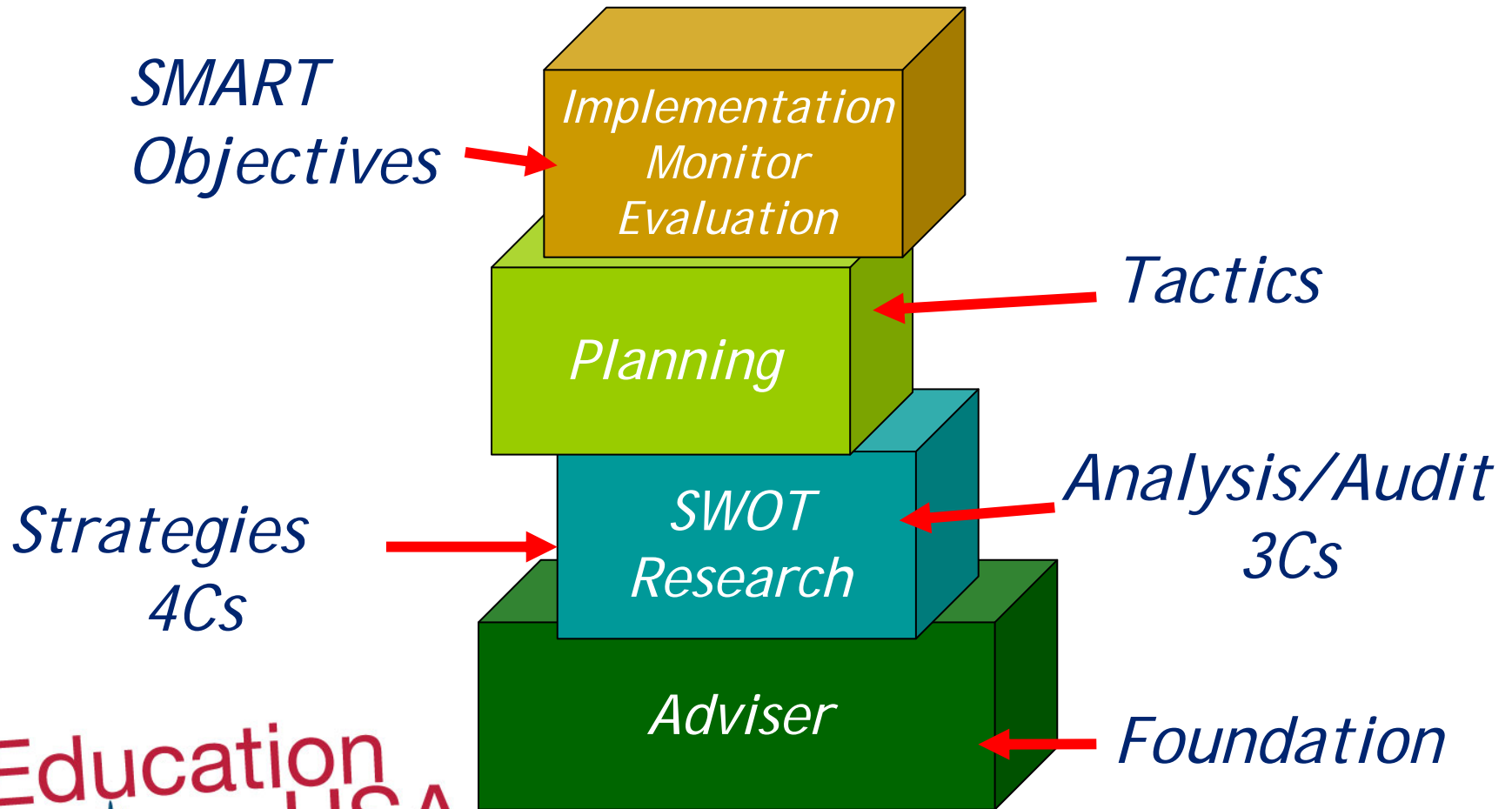
- Audiences involved in co-production
SO:
 - Teach students/parents/US higher education how to move effectively through the process
 - Shape audiences' roles and manage their behavior



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Building Blocks - Process



Challenge – Create a 1 year Marketing Plan

Month	1	2	3	4	5	6	7	8	9	10	11	12
Target 1 Strategy												
Target 2 Strategy												
Target 3 Strategy												
Target 4 Strategy												



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Comments and Questions



*Slides courtesy of Clara Priester,
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YOUR
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Marketing Analysis
and Plan

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Marketing Analysis

- Clarifying objectives
- Situation analysis
- Competitors analysis
- Resource assessment



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Clarifying objectives

SMART metrics

Sample:

Increase number of graduate students in engineering programs by 10% by Fall 2011.



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Situation Analysis

SWOT

Internal factors: Strengths x Weaknesses

External factors: Opportunities x Threats



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Marketing Ps

Product

Price

Placement

Promotion



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Product

- What is our “product”?
- What are its major characteristics?
- What are the positive ones?
- What are the negative ones?



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Price

- What is “price” in our case?
- What are its major characteristics?
- What are the positive ones?
- What are the negative ones?



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Placement

- How is our product delivered?
- What are the major characteristics of the way how it is delivered?
- What are the positive ones?
- What are the negative ones?



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Promotion

- What are the methods of promotion?
- What is positive or negative about each of them?
- What are the stakeholder (external, internal)
- What message do you want to send?
- How do want to deliver it?
- How do you plan to build and maintain the relationship?



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How you define your market

- List characteristics defining your preferred market
- List of “sources” that fit the listed characteristics



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How your market defines you

- List sources, including anecdotal sources, that your preferred market uses to learn about you
- List characteristics that your preferred market uses to define you



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Matching? Mismatching?

- Are you looking at the same market that is looking at you?
- What are the areas of possible mismatch?
- What steps you need to take to resolve the mismatch
- Are there any data or evidence?

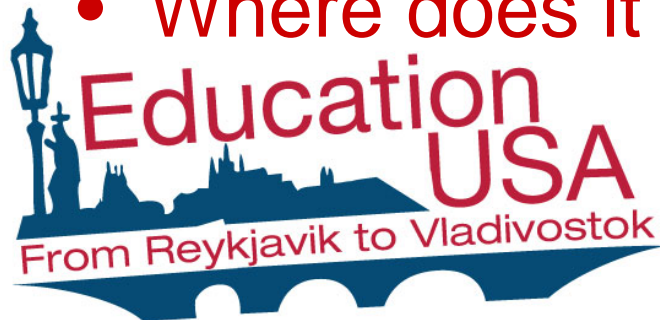


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Competitor Analysis

- Is our product on the same market?
- How are they similar or different?
- What advantages or disadvantages our product has comparing to competitor?
- How my product's price compare?
- How successful is competitor's product compared to mine?
- Where does it take its customers?



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Resource assessment

- What are my resources (staff, budget, organizational commitment...)
- Are the goals realistic with given resources?
- If not, what additional resource do you need?



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Summary

- Objectives
- Current situation and need for change
- Resources



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Marketing strategy

Actions to be taken to reach objectives
considering the situation and resources



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Marketing plan

- Analysis
- Marketing strategy
- Timeline
- Budget



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**Now you ready to make your own
analysis and plan!**

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