

Marketing Plan & Budget

September 2005 – August 2006

Marketing activities will be designed to support the goals identified below. The marketing plan for the fiscal year 2005 – 2006 will focus on building the foundation – generating increased awareness of the university within its target markets. This awareness will be cultivated through integrated external and internal campaigns and programs that include cohesive messaging and complimentary design (branding/image).

GOALS

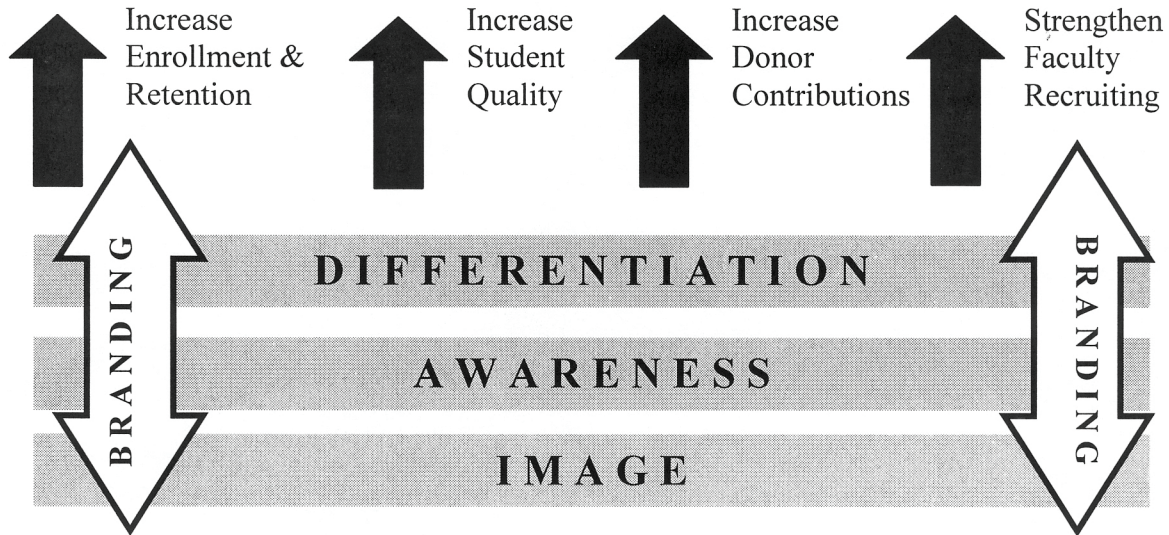


IMAGE & AWARENESS: *What Is It and What Should It Be?*

Sam Houston State University currently has a brand image in the marketplace. But, what is that image and is it one that the university would like to build on; are key questions that must be answered in order to maximize any type of marketing programs.

To develop an understanding of the SHSU image as it exists today, primary market research needs to be conducted. This research would be developed by a professional market research firm and contain written, phone and on-line survey methodologies. The budget for such a project is estimated at:

Market Research Study.....\$30,000

In a perfect world, research would be conducted, the results analyzed and action plans developed before creating and implementing any marketing programs. But, the world refuses to stand still and marketing continues to take place. Several key initiatives have been identified for strengthening awareness, recognition and differentiation in the market that can be modified as the research dictates.

Create a Cohesive University Look.

Define image standards
Website

Improve the Professionalism of Printed Material & Communications.

Heritage
Student Enrollment & Recruiting
Alumni & Donor Relations

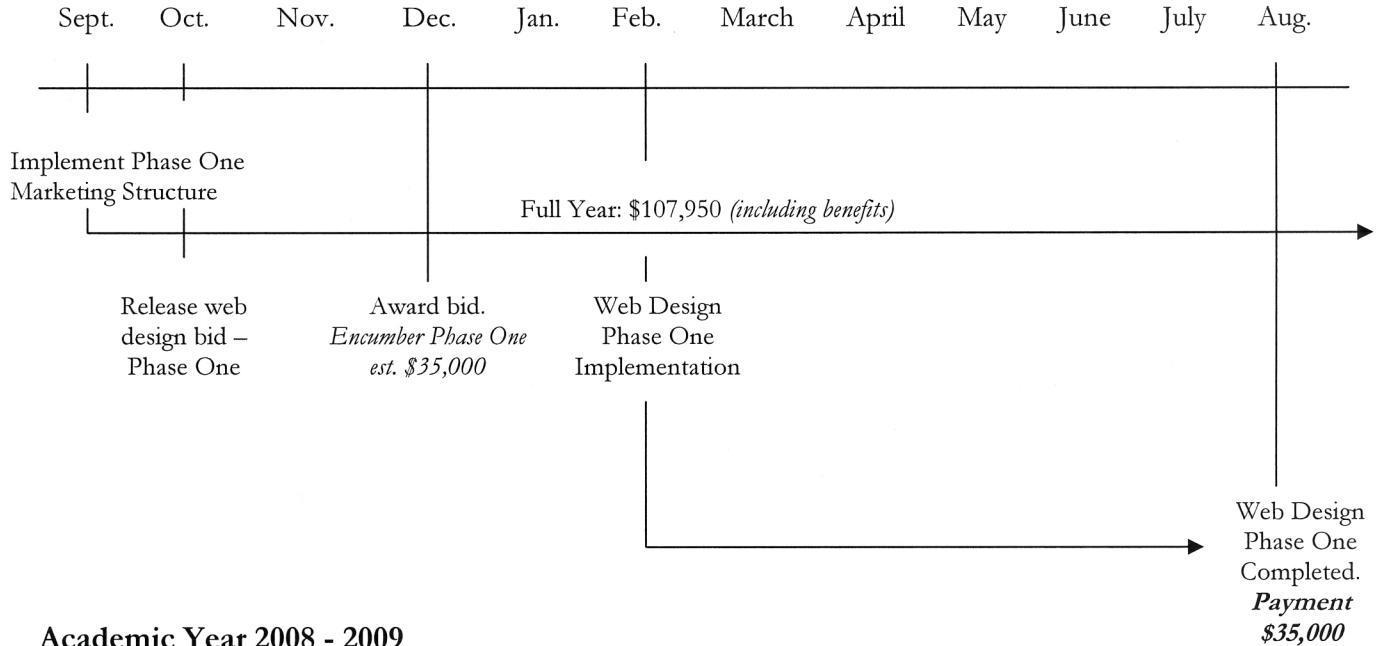
Increase Advertising to Regional Markets.

ACTION PLAN TIMEPLAN

Academic Year 2007 - 2008

Action Items:

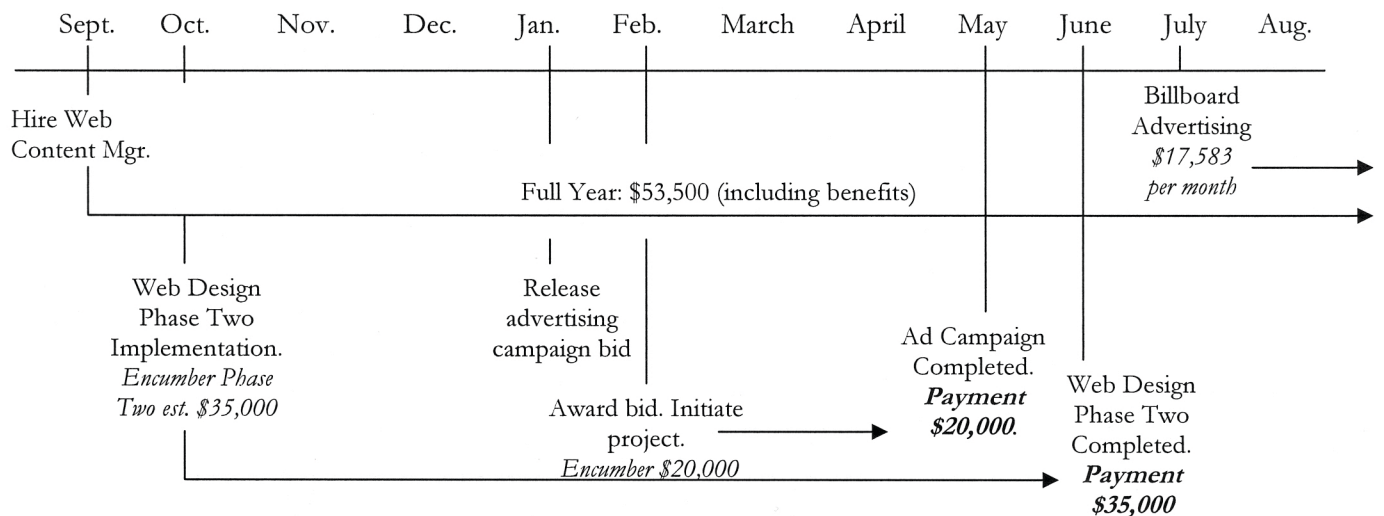
Website Phase One	\$35,000 <i>(est.)</i>
Staffing Addition: Acct. Mgr & Designer	\$107,950 <i>(includes benefits)</i>
Total	\$142,950



Academic Year 2008 - 2009

Actions Items:

Website Phase Two	\$35,000 <i>(est.)</i>
Staffing Addition: Web Content Manager	\$53,500 <i>(includes benefits)</i>
Advertising Campaign Development	\$20,000
Billboards <i>(Annual contract: \$211,000)</i>	\$35,167 <i>(2 of 12 mos. contract)</i>
Total	\$143,667

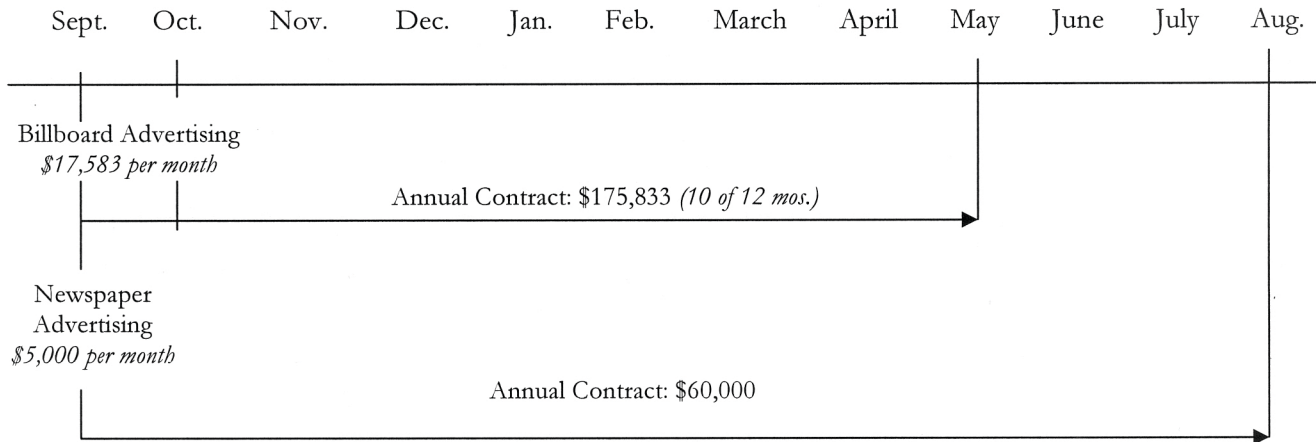


Academic Year 2009 - 2010

Actions Items:

Newspaper Advertising	\$60,000 (annual contract)
Billboards (Annual contract: \$211,000)	\$175,833 (10 of 12 mos. contract)
Total	\$235,833

* Staff resources not included.



NOTE: Television advertising has not been incorporated into these timelines. The KPRC package is a limited offer.