Marketing Implementation Report

Planned activities: [✓= successful, 🗶 = unsuccessful ]

* Develop flyers/banners/website/facebook/stickers/logo
  + Create Facebook account ✓
  + Develop Logo/Sticker ✓
  + Get flyers approved and stamped ✓
  + Made banner for table selling ✓
  + Post flyers around school✓
* Spread the word
  + “Flyering” ✓
* Stories of Successful Learning ✓
  + Present Poster/Banner ✓
  + Design Banner✓
* Raise funds
  + Presented to Dean of Business✓
* Secure a place in various school publications
  + PolyPost 🗶
  + PolyCentric 🗶
  + Xpressions of Xcellence ✓

Overall, marking was able to meet most of its goals successfully. The most difficult area was in acquiring positions/slots in the various publications on campus, as either the staff was out of office, connections that students had were unsuccessful in securing Blu-Finder a slot, or emails were not answered. We were able to take pictures for the College of Engineering’s “Xpressions of Xcellence” magazine, and have a short article in it that will be available in the fall of 2013.

A business faculty member that was a guest speaker in the class had stated that our flyers were “too busy” so a more simplistic flyer was made in the middle of the spring quarter and distributed in addition to the original design (as the original design was stamped and approved by the student affairs office of usage). The overall reception of the flyers and banners was positive, and students gave a lot of compliments. Likewise, the banner at the Stories of Student Success drew in attention and various faculty on numerous occasions stated the banner was what drew them to the table, as it was “unique, classy and sleek.”

The Facebook page was also not as impactful as we had hoped, although it was able to reach a lot of people. Facebook now has a feature that allows the user to see how many people see each post that the page makes. One of the flyer events reached 660 different Facebook users, which is a large amount for an instantaneous entry. However, there was not a lot of feedback from Facebook users or responses with desire towards the product or the class. It could be the current culture and user usage preferences that might make Facebook a good method for “spreading the word” but not the best in terms of actual sells capacity.

Presenting to the Dean of Business was successful, as along with the Dean from the College of Engineering, the donated a very generous amount of funds. Presenting at the Stories for Successful Learning was also very successful, as a several faculty and staff member that made purchases from Krikor and Chris were correspondents of this event. The class was also able to present to the President of the University, an honor and unique experience that most college students do not have the privilege of doing.