**Adjetey’s BYU MBA Marketing Plan  
2025-26 Recruiting**

**Goal**: Increase applications from underrepresented, high-effort backgrounds — including African nationals, Black Americans, Hispanics, and first-gen or socioeconomically disadvantaged students — by at least 20% by April 1, 2026, through targeted outreach to universities with aligned values.

**Positioning Statement**

*For ambitious change-makers from nontraditional paths, the BYU MBA is the transformational launchpad that develops principled leaders—because it invests in character as much as credentials.*

**Target Personas**

**1. “Kwame” – The Grit-Fueled Dreamer**

* **Background**: Born in Ghana, moved to the U.S. for undergrad on scholarship. Studied computer science at a small Christian university. Feels pressure to succeed for his family back home.
* **Motivation**: Wants to blend his tech background with business skills to eventually start a company that serves underserved communities.
* **Barrier**: Unsure if a top MBA is within reach or affordable. Never had a mentor in business. Feels culturally out of place in most MBA marketing materials.

**2. “Maria” – The First-Gen Multitasker**

* **Background**: Daughter of immigrants from Mexico. Studied psychology at a public university while working two jobs. Now works in nonprofit community outreach.
* **Motivation**: Wants more earning power and leadership opportunity without abandoning her desire to serve and uplift others.
* **Barrier**: Worried about imposter syndrome. Doesn’t know any MBAs personally. Needs a program that won’t compromise her values or family life.

**3. “Elijah” – The Purpose-Driven Achiever**

* **Background**: Grew up in the South. African American. Volunteered with Teach for America. Studied political science at an private university.
* **Motivation**: Wants to make a difference in the world through business and policy. Sees MBA as a stepping stone to influence and credibility.
* **Barrier**: Feels pressure to “prove himself.” Overwhelmed by elite school expectations. Looking for a program where faith, values, and belonging are central.

**“Micah” – The Values-Driven Athlete in Transition**

* **Background**: Jewish former college football player who earned his undergrad at a public university. Married. His father works in finance, but Micah isn't sure if that’s his path. He’s exploring whether to go into business, become a personal trainer, or build something of his own.
* **Motivation**: Wants to find long-term stability, purpose, and leadership skills. Feels drawn to a values-based MBA where he can grow intellectually and spiritually, not just professionally. Sees BYU as intriguingly different from the typical MBA mold.
* **Barrier**: Struggling with identity shift from athlete to professional. Feels pressure to “figure it all out” fast, but unsure which track in business fits him. Hesitant about faith-based culture fit, but curious.

**Core Strategies  
Top-of-Funnel (Awareness)**

| **Strategy** | **Action Plan** | **Frequency** | **Owner** |
| --- | --- | --- | --- |
| **Quarterly LinkedIn Storytelling Posts** | Post one high-quality, professionally shot story per quarter sharing a personal insight or success aligned with your audience’s experience. Repost relevant content when tagged. | Quarterly | Me |
| **Campus Outreach: 2–3 Values-Based School Visits/Semester** | Identify and visit faith-aligned or mission-based campuses (e.g., Yeshiva, Baylor, TCU, Morehouse). Speak at clubs, classes, or DEI events. | Fall & Winter Semesters | Me |
| **Social Reposts & Event Highlights** | Repost BYU MBA events you're tagged in and share photos/recaps from your own outreach visits to increase visibility. | Ongoing | Me |
| **Ally Amplification** | Partner with BYU MBA peers and alumni who reflect the target personas to share or comment on posts. | Ongoing | Me + Allies |

**Mid-Funnel (Consideration)**

| **Strategy** | **Action Plan** | **Frequency** | **Owner** |
| --- | --- | --- | --- |
| **Cold LinkedIn Outreach** | Send 10+ personalized outreach messages per week to students who fit your target personas (using filters and keywords). | Weekly | Me |
| **1:1 Connection Calls** | Conduct at least 7 meaningful chats per month with students who respond to outreach or events. Offer honest insight and encouragement. | Monthly | Me |
| **Targeted Follow-Up to Campus Visits** | Email or DM students met during visits with resources, links, and follow-up invitations to chats or virtual events. | 1–2 weeks post-event | Me |
| **Virtual "Why BYU MBA" Info Sessions** | Support small Zoom sessions highlighting values, affordability, and mentorship. Include diverse current students as panelists. | Fall & Winter | Me / BYU MBA Office |
| **Value Alignment Resource** | Share a one-pager or short guide that maps how BYU MBA aligns with mission-driven and underrepresented students’ values. | As needed | Me |

**Bottom-of-Funnel (Conversion)**

| **Strategy** | **Action Plan** | **Frequency** | **Owner** |
| --- | --- | --- | --- |
| **Application Encouragement & Check-ins** | Personally follow up with highly engaged prospects near each application deadline. Offer to review their resume or essays, if appropriate. | Nov, Jan, March | Me |
| **Deadline Reminder Messages** | Share encouraging, values-based reminders as key deadlines approach — especially for those who’ve expressed interest. | ~2 weeks before each deadline | Me |
| **Alumni or Student Buddy Pairing** | Connect applicants with current students or alumni from similar backgrounds for informal support and encouragement. | As needed | Me + Program Team |
| **Workshop or “Real Talk” Q&A** | Participate in a virtual session where students from underrepresented backgrounds answer real questions and demystify the MBA application. | As needed | Me + Allies |

**Event Timeline**

| **Month** | **Event/Activity** | **Budget** | **Owners/Leads** |
| --- | --- | --- | --- |
| **September** | MBA Virtual Info Session – Sept 9 (6:30pm)  BYU STEM Career Fair – Sept 18 | Low | MBA Office / Me (promotion) |
| **October** | **Campus Visit #1 – Baylor or TCU** (TBD)  MBA Virtual Info Session – Oct 9 (6:30pm)  BYU Career Fair – Oct 9  International Virtual Event (TBD) | Travel, Lodge, & Food | Me + MBA Office + International Office |
| **November** | MBA Virtual Info Session – Nov 6 (6:30pm)  **Campus Visit #2 – Yeshiva or** Morehouse (TBD) | Travel, Lodge, & Food | Me |
| **December** | Follow-up Zoom Chats with Campus Visit Prospects | None | Me |
| **January** | MBA Virtual Info Session – Jan 13 (6:30pm)  International Virtual Event (TBD) | Low | MBA Office + International Office |
| **February** | MBA Virtual Info Session – Feb 12 (6:30pm)  **Campus Visit #3 – BYU–Hawaii**  “Real Talk” Q&A for Underrepresented Applicants | Travel, Lodge, & Food | Me |
| **March** | MBA Virtual Info Session – Mar 10 (6:30pm)  **Campus Visit #4 – HBCU or faith-based school (TBD)**  Application Encouragement Check-ins | Travel, Lodge, & Food | Me |
| **April** | MBA Virtual Info Session – Apr 9 (6:30pm)  Final Application Push + Story Post | None | Me |
| **Ongoing** | Wednesday Recruiting Lunches @ MBA Office (11:15am–12:30pm) | Lunch Budget | Me / MBA Recruiting Office |

**Other Tactics**

 **Partner with Values-Aligned Student Clubs**  
Coordinate with clubs at target schools (e.g., Black Student Union, First-Gen Student Org, Christian or Interfaith groups) for co-hosted events or virtual panels.

 **Use QR Codes for Easy Interest Capture**  
Create a mobile-friendly interest form (Google Form or Airtable) and put the QR on flyers, slides, and LinkedIn posts to track outreach and build your warm lead list.

 **Activate BYU MBA Student Ambassadors by Track**  
Identify current students from Finance, Marketing, Ops, etc. who can answer questions from prospects with similar career goals.

 **Coordinate with DEI Reps & Marriott Inclusion Team**  
Ensure messaging resonates and is representative; invite DEI reps to co-host or amplify events.

 **Create a One-Pager Resource for Interested Students**  
Share a simple, branded PDF or link with info about the BYU MBA’s value prop, program fit, scholarship info, and your contact.

 **Repurpose LinkedIn Content for Instagram Stories**  
Turn quarterly posts or quotes into clean IG graphics or stories that the MBA page or my peers can share.

 **Mentor One or Two Prospective Applicants Deeply**  
Choose a couple of especially promising leads and walk with them closely through the entire application process as a “proof of concept” of BYU MBA support.

* Maintain consistent social media storytelling (e.g., Day-in-the-Life, student spotlights)

**Marketing Channels & Content Plan**

| **Channel** | **Content Ideas** | **Frequency** | **Owner** |
| --- | --- | --- | --- |
| **LinkedIn** | Quarterly personal posts with professional photos and purpose-driven quotes  Reposts of events you’re tagged in  Occasional application deadline reminders | **Quarterly (original)** **As needed (reposts)** | Me |
| **Email (1:1 outreach)** | Personalized follow-ups from events  Warm intro replies  Reminders before application deadlines | Weekly (as contacts come in) | Me |
| **Campus Collateral (QR Code + One-Pager)** | Flyers or handouts with scannable links to interest form or program info | Per visit/event | Me |
| **Instagram (BYU MBA account)** | Student takeovers  Day-in-the-life reels featuring students like your target personas | 2–3x/semester (you contribute or appear in content) | BYU MBA Marketing Team |
| **Virtual Events / Zoom** | “Why BYU MBA” info sessions  “Real Talk” Q&A for underrepresented applicants | 2–3x/year | Me + Program Team |
| **Word of Mouth & Referrals** | Encourage allies, mentors, and student peers to refer leads to me directly | Ongoing | Me |

**Success Metrics**

| **Metric** | **Target / Description** | **Why It Matters** |
| --- | --- | --- |
| **# of Applications from High-Effort, Underrepresented Backgrounds** | Increase by **20%** vs. current baseline goal | Core application outcome aligned with your mission |
| **# of Meaningful 1:1 Chats** | **At least 4 per month**, tracked via spreadsheet or CRM | Builds conversion pipeline from awareness to application |
| **# of Cold Outreach Messages Sent** | **7 per week** (approx. 25–30 per month) | Drives new awareness and qualified leads via LinkedIn |
| **# of Interest Form Submissions / Warm Leads** | **40+ leads captured** via QR codes or LinkedIn links over the year | Measures how well events and content generate follow-up |
| **# of Campus Visits Completed** | **4+ school visits** across 2 semesters | Validates top-of-funnel reach through in-person engagement |
| **# of Events Supported or Led** | **8+ total events** (virtual sessions, Q&As, campus visits) | Confirms activation across touchpoints |
| **Social Engagement on Posts** | **Reactions, comments, DMs** on quarterly posts or reposts | Helps evaluate reach and resonance of content |
| **# of Referrals from Allies or Faculty** | **10+ referrals** from faculty, student peers, or alumni | Shows strong community engagement and trust |
| **# of Applicants Paired with Student/Alum Mentors** | **3–5 serious applicants matched** for support | Drives deeper connection and application completion |

**Notes & Recommendations**

* Although I’ve outlined certain demographic groups in my plan, my core focus is on targeting behaviors, values, and lived experiences—not simply checking demographic boxes. These traits tend to align more closely with what the BYU MBA represents and foster stronger long-term fit.

Demographics offer a helpful starting point, since shared life experiences often emerge within certain groups. However, I regularly hear from a diverse range of individuals—through social media, case competitions, and personal outreach—which is why I intentionally keep my scope broad.

I’m also open to international recruiting. I’ve had meaningful conversations with students from various countries who’ve expressed interest in the program, and I want to continue building on that.

Lastly, I’m not limiting my efforts to out-of-state travel. For example, although BYU–Idaho is technically out of state, it’s very close and it attracts many African students through the Pathway program. I’ve also noticed increasing diversity at nearby schools like UVU, Weber State, and the University of Utah. I’m very open to visiting these campuses to connect with value-driven, high-effort students close to home.