

International Studies Student Association

2023-2024 Marketing Plan

International Studies Student
Association (ISSA)

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1. Executive Summary

(Write after the plan is complete).

- Make sure to specify when the academic year is (September 2023 to June 2024)

2. Organization Description

The International Studies Student Organization (ISSA) at UC San Diego is the official student organization of the International Studies Program (ISP) at the University of California, San Diego. Founded in 2014, ISSA seeks to gather like-minded individuals who share diverse interests in international studies and relations. We provide a platform of rich experiences and opportunities in international studies. ISSA holds weekly meetings at the Global Policy and Strategy Building at UCSD. These meetings organized by the ISSA Board aim to create a welcoming environment for all students to build valuable skills and develop meaningful connections with their peers. ISSA is not limited to ISP students and encourages students from all majors at UC San Diego to join the organization and participate in meetings.

3. Strategic Focus and Plan

This section covers ISSA's mission statement and a brief overview of our goals for the 2023-2024 Academic Year.

Mission Statement

To gather like-minded individuals who share diverse interests in international studies and relations. To cultivate a student organization that is welcoming to all students at UC San Diego with diversity, equity, and inclusion in mind. ISSA aims to prepare students for future careers in international studies and related fields by equipping members with valuable skills and connections.

Goals

For the upcoming academic year at UCSD, ISSA seeks to achieve the following goals:

★ *Nonfinancial Goals*

- a. To increase membership by at least __% by the end of Spring Quarter 2024 *[get information about membership stats]*
- b. To increase member turnout and participation at weekly ISSA meetings by __% by the end of Spring Quarter 2024. *[get information about meeting stats]*
- c. To increase the presence and awareness of ISSA at UC San Diego by implementing guerilla marketing tactics on campus through increasing flyers and tabling efforts.
- d. To increase engagement and impressions across all ISSA social media platforms by at least __% by the end of 2023 and __% by Spring Quarter 2024.
- e. To create a cohesive branding guide for ISSA to create a consistent and positive brand image for the 2023-2024 Academic Year and onward.

★ *Financial Goals*

- a. To implement fundraising events to raise around \$200 per quarter to increase ISSA's budget to host more unique events and meetings.

4. Situational Analysis

This situation analysis includes a SWOT (strengths, weaknesses, opportunities, threats) analysis.

SWOT Analysis

Figure 1 shows the internal and external factors that affect ISSA. This SWOT Analysis highlights ISSA's current position as of Summer 2023.

Figure 1. SWOT Analysis

Internal Factors	Strengths	Weaknesses
Board	- ISSA has a great board full of talented and dedicated students	- As students, the ISSA board has conflicting schedules and other academic responsibilities.
Offerings	<ul style="list-style-type: none"> - ISSA hosts events for UCSD students to build significant skills for the workforce. - ISSA invites students from all majors to join the organization. We aim to foster an environment where students with different backgrounds can connect and unite over a common interest. 	- ISSA is a small club at UC San Diego and does not have connections to industry professionals at large-scale companies. Thus, our ability to host impressive networking events is limited compared to other student organizations.
Finance	<ul style="list-style-type: none"> - ISSA has more funding for the 2023-2024 Academic Year (\$7,000). With more funds, ISSA can host more events to attract existing and new members to meetings. - ISSA can hold unique fundraisers to raise money to add to our budget 	- Compared to other student organizations at UC San Diego, ISSA has a smaller budget.

Marketing	<ul style="list-style-type: none"> - There are many opportunities to perform outreach on the UC San Diego Campus. - Social media is the best way to reach students and ISSA's target demographic. Social media is an easy and cost-free way to reach people. 	<ul style="list-style-type: none"> - It's hard to capture student attention on campus because they are always on the move. People tend to ignore poster and tabling efforts.
External Factors	Opportunities	Threats
Competitive	<ul style="list-style-type: none"> - ISSA is the only student organization at UC San Diego that specifically tailors toward ISP students. 	<ul style="list-style-type: none"> - There are a lot of other student organizations at UC San Diego that are much larger than ISSA. These organizations can generate more awareness and attention on campus, drawing possible members away from ISSA.
UC San Diego/ISP	<ul style="list-style-type: none"> - As an official organization with the International Studies Program, ISSA can rely on ISP for assistance when needed. 	<ul style="list-style-type: none"> - ISSA must follow the rules and regulations that UC San Diego implements for all student organizations.

Note: This situational analysis does not include industry and competitive analysis. There is no accessible information or data about UC San Diego student organizations to create a comprehensive analysis.

5. Market Opportunity

This section discusses ISSA's target market. There is a target market segment analysis, market segmentation table, needs and wants analysis, points of differentiation, and trends analysis.

Target Market Segment Analysis

In this analysis, ISSA's target members are split into segments (Figure 2) and fall into five categories:

- ★ *International Studies Program Student*: As the official student organization for ISP, ISSA's ideal target member is an International Studies major. Several of ISSA's weekly GBMs are tailored to assist International Studies students, such as info sessions on the School of Global Policy and Strategy's BA/MIA Program.
- ★ *International Studies Enthusiast*: ISSA is open to all undergraduate students at UCSD, regardless of major! The events ISSA holds are largely "international" themed, for instance, trivia and Jeopardy nights on global topics. Anyone at UCSD who finds international topics attractive is encouraged to join ISSA.
- ★ *Career-Oriented Students*: ISSA holds occasional career workshops and networking events with industry professionals. Any student who wants to develop career skills and connect with professionals will be attracted to ISSA.
- ★ *Just Wanna Have Fun Students*: ISSA hosts fun meetings along with professional and academic ones. Students interested in taking a night off to participate in a cultural arts-and-craft night are invited to join ISSA.

Figure 2. Market Segmentation

Demographic	Geographic
<ul style="list-style-type: none"> - Around 17 - 24 years old - Undergraduate students at UC San Diego - International Studies majors 	<ul style="list-style-type: none"> - Located in La Jolla / San Diego County - Students who live on the main UC San Diego campus but also off-campus
Psychographic	Behavioral
<ul style="list-style-type: none"> - Interest in International Studies and related fields - Likes to participate in UCSD campus events - Likes to get involved and join student organizations at UCSD - In search of a student organization on campus that will assist them in their academic and career goals - Spends the evening on campus 	<ul style="list-style-type: none"> - Not sure?

Needs and Wants**Points of Differentiation****Competitive or Cultural Trends**

6. Marketing Strategy

Product (Service) Strategy

Place Strategy

ISSA will hold weekly meetings and GBMs in the Gardner Room at the Global Policy and Strategy Building. Tabling and outreach events will occur on parts of UCSD campus with the most foot traffic, such as the Library Walk.

Promotion Strategy

ISSA will employ several promotional strategies. Our primary strategy will be social media platforms.

People Strategy

Price Strategy

ISSA membership is completely free. There are no membership fees required for students to join. This encourages more people to join because fees for student organizations usually turn people away.

7. Implementation and Execution of Marketing Program

In this section, the implementation and execution of ISSA's marketing program are explained. Below is a rough timeline that includes various marketing tasks and approximate time estimates each task would take to complete. This section provides a holistic view of ISSA's marketing strategies for ISSA pre 2023-2024 academic school year, during, and after.

Summer 2023

Early September:

Fall Quarter 2023

Winter Quarter 2024

Spring Quarter 2024

8. Financial Data Projections

9. Evaluation

10. Appendix