

International Studies Student Association

2023-2024 Marketing Plan

International Studies Student
Association (ISSA)

Prepared By:

Kaylie Lam, *Director of Marketing*

TABLE OF CONTENTS

1. Executive Summary	3
2. Organization Description	3
3. Strategic Focus and Plan	3
Mission Statement	3
Goals	4
4. Situational Analysis	5
SWOT Analysis	5
5. Market Opportunity	7
Target Market Segment Analysis	7
6. Marketing Strategy	8
Product (Service) Strategy	8
Place Strategy	8
Promotion Strategy	9
Price Strategy	9
7. Implementation and Execution of Marketing Program	10
Summer 2023	10
Academic Year 2023-2024	10
8. Evaluation	11

1. Executive Summary

This marketing plan is made for the International Studies Student Association (ISSA) at UC San Diego for the 2023-2024 academic year. ISSA is a small student organization at UCSD and this marketing plan aims to increase awareness of ISSA. There are hundreds of student organizations on campus, but ISSA is specifically tailored for International Studies majors or for any student interested in international affairs. ISSA hosts weekly meetings on campus with a mix of professional events and social events. Our target market is International Studies undergraduates who are frequently on campus. We plan to employ promotional strategies on social media and through public outreach events. ISSA's marketing budget is low to none because we are a small student organization, so we plan to use as many free resources as possible to execute marketing strategies. We developed this marketing plan to increase membership and raise awareness of ISSA at UC San Diego.

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 25% by the end of Spring Quarter 2024
- b. To increase member turnout and participation at weekly ISSA meetings by 10% by the end of Spring Quarter 2024.
- 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 5% by the end of 2023 and 15% 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 describes ISSA's one-year marketing opportunities and target markets, segment analysis, market segmentation table, and needs and wants 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 ISSA 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 - Off-campus/commuter students
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 - Spends the evening on campus 	<ul style="list-style-type: none"> - Regular to occasional participants of UCSD student organizations - Searches for opportunities/student organizations on campus that will assist them in their academic and career goals

6. Marketing Strategy

Product (Service) Strategy

ISSA will offer free membership and weekly meetings for the entire duration of UC San Diego's academic school year. ISSA encourages all International Studies students to join the organization, but all majors are welcome to become members. Meetings vary between social events and professional workshops — such as resume-building workshops and game nights.

Place Strategy

ISSA will hold weekly meetings 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. Key strategies feature social media, public outreach events, and creating a recognizable brand identity.

- ★ *Social Media:* Popular platforms such as Instagram and TikTok will be used to promote ISSA. 90% of young people use social media making it the most effective and cost-free method to reach our target market. Pop culture trends will be followed closely and utilized to draw more attention and engagement to ISSA's social media pages.
- ★ *Public Outreach:* ISSA will table on Library Walk and put flyers around campus to increase awareness of the organization and events.
- ★ *Branding:* A new brand identity and branding guide will be developed to ensure ISSA is distinctive and recognizable.

Price Strategy

ISSA membership is completely free. There are no membership fees required for students to join.

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 to 2024 academic school year and during.

Summer 2023

End of Summer:

- a. Contact ISP for permission to redesign the ISSA logo. The current logo does not capture the image that ISSA portrays. It isn't unique, difficult to understand, too cluttered, and is

not aesthetically pleasing. To increase awareness of ISSA and develop a positive brand identity, a rebranding of ISSA must be done.

- b. Redesign the ISSA website. ISSA's website created on carrd.com is not user-friendly and ignores many UI principles. This will turn away anyone trying to access information on the website. The new website should be designed on Wix and deployed before the start of Fall Quarter 2023. If funding allows, purchase Wix's premium plans to remove Wix branding and obtain a unique domain name.
- c. Prepare Instagram for the year. To differentiate the start of a new year and introduce a new branding style, exactly *three* posts designed to look like a divider should be posted on the ISSA Instagram.
- d. Look into possible brand ambassador programs (Guayaki Yerba Mate, etc.) so we can give away free products at meetings to incentivize participation and attendance.

Academic Year 2023-2024

Fall Quarter:

- a. Welcome Week Tabling. Weeks 1-2 of the Fall Quarter are essential in raising awareness. ISSA will participate in "Club Week" on Library Walk for the first two weeks and promote the organization and all meetings/events planned for Fall Quarter 2023. Drawing membership is crucial during this period.
- b. Host themed social events for the holidays, such as Friendsgiving. Fun events will draw a lot of students to ISSA, especially if free food is involved.
- c. Create Reels and TikToks relevant to ISSA and related to what is trending at the time to increase social media presence.

Winter Quarter:

- a. Continue with consistent social media posts.
- b. Look into creating new branded merchandise for ISSA (i.e. hoodies, t-shirts)

Spring Quarter:

- a. Continue to create regular social media posts
- b. Begin recruitment for new ISSA board members. Post on social media only.
- c. After recruitment is complete, train new board members and transition necessary information to them.

8. Evaluation

ISSA's marketing goals for 2023-2024 have been set for each quarter. Membership turnout and participation data will be tracked and recorded. Social media analytics will be documented over the course of the academic year as well. Data will be compared with targets set in the *Goals* section at the end of the year and the marketing program will be modified accordingly.