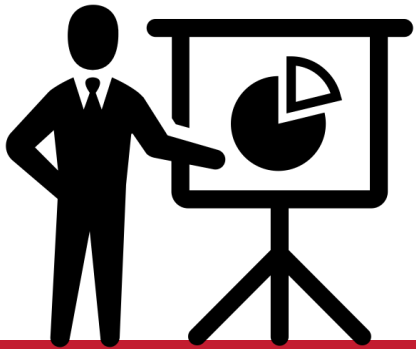


Our Marketing Plan

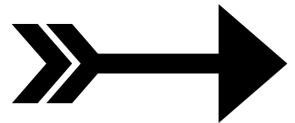
A New Vision



Our Targets



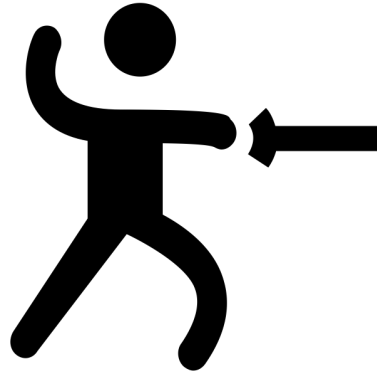
To improve enrollment of students



To improve reputation of CMU students in job market



Our Role in The Market



Qatar University



Stenden University



College of North Atlantic



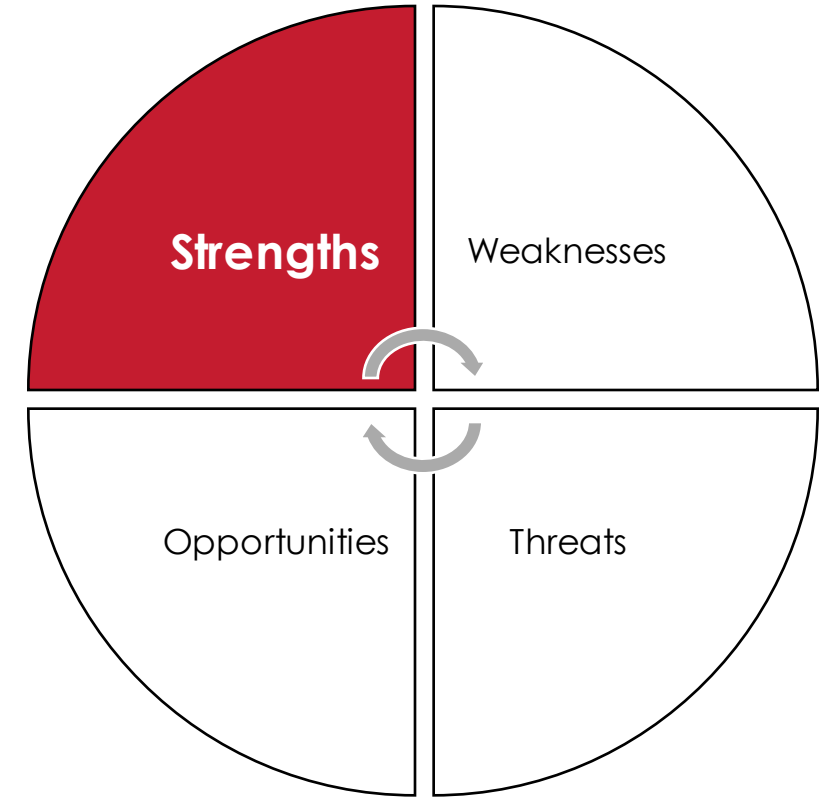
Georgetown University



GCC Universities

SWOT Analysis

- Ranked as top 10 Business universities
- Good teacher student ratio
- Social Media Advertising



SWOT Analysis

- Student Fees
- Not distinguished by employers.



SWOT Analysis

- Strengthen relations with employers
- Focus on International opportunities
- Raise awareness among parents

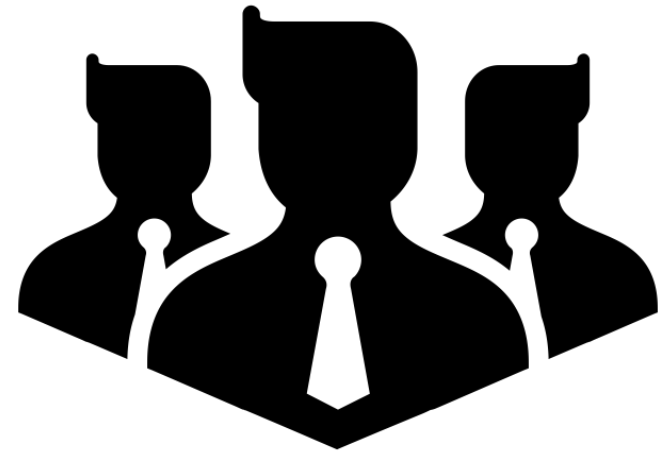


SWOT Analysis

- Competition
- Students want international exposure

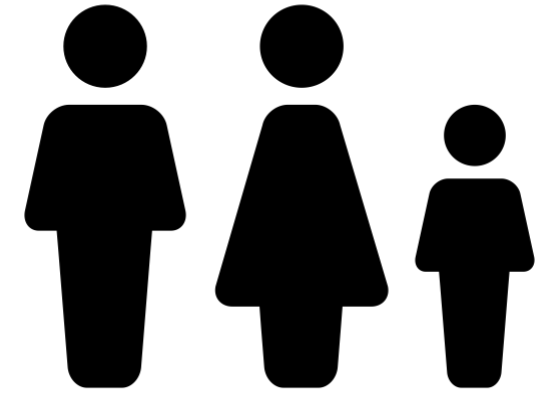


Employers



- **Want:** Skilled, motivated employees.
- **Value Drivers:** Accomplishment, Skills/Abilities & Potential
- **Best Outreach Approach:** Face-to-Face Visits, Resume Book

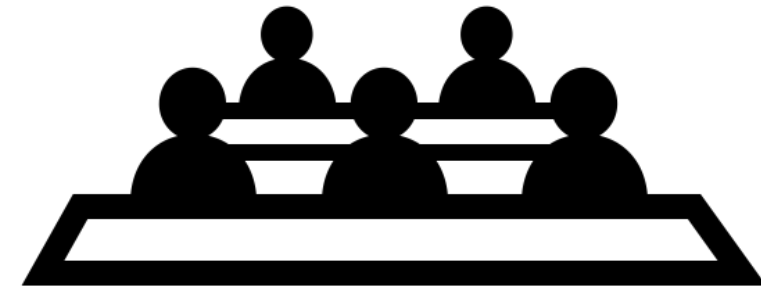
Parents



- **Want:** Good education for child, good job
- **Value Drivers:** Cultural and physical safety, Job Security
- **Best Outreach Approach:** Face-to-Face Visits, Newspaper

Students (Qatari & Non-Qatari)

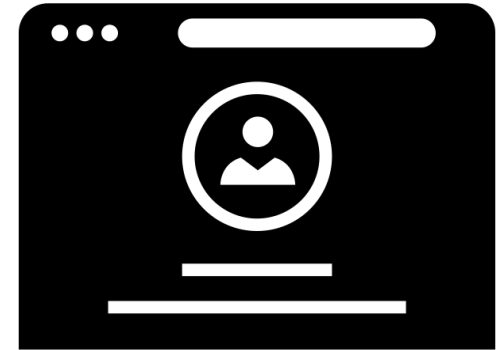
- **Want:** Job Opportunities, Social Interaction, Experiences
- **Value Drivers:** Independence, Enjoyment, Success.
- **Best Outreach Approach:** Social Media & Tours



Employers

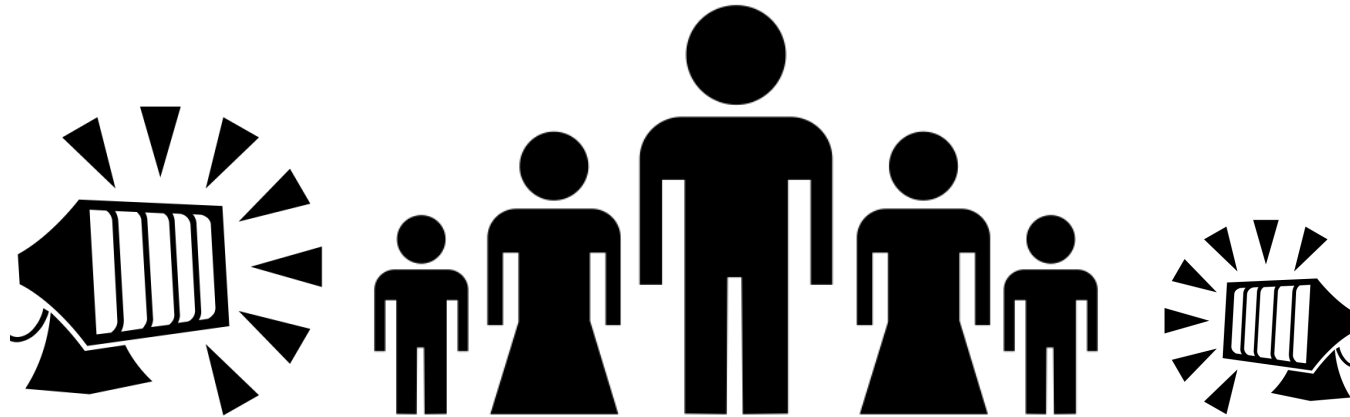


- **Internal Case Competition**
 - BA students using analytical skills to solve a real case
- **Online Directory**
 - company and student profiles



Parents

- **Business Administration Open House**
 - informing and attracting parents and students



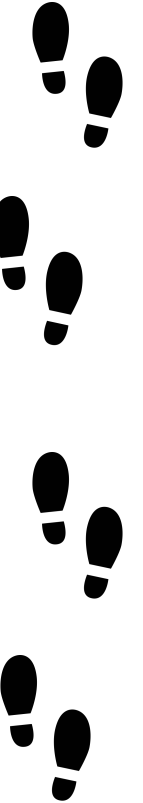
Students

- **International experience**
 - Qatari students, Resident students, International Students



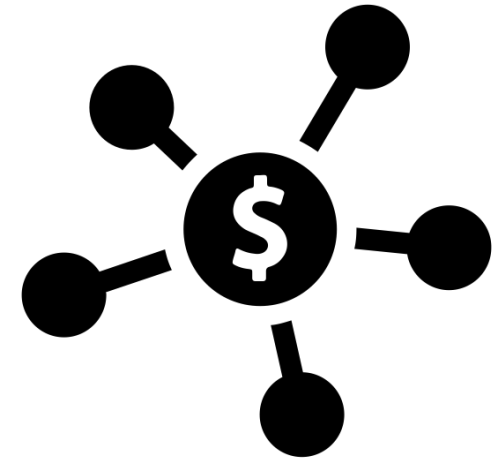
Action Plan

What	Who	When	How
Promoting independence, dorms & trips	Marketing Department	Year-round	Video Production Social Media
BA Open House	BA & Admissions Department	February	Personalized Email & RSVP to Students Newspaper Advertising for Everyone
Internal Case Study Competition	BA Department & Career Development Office	March	Inviting employers to present real case
Online Directory	Career Development Office & IT	May	Cost Effective for students & employers



Budget

- Promoting Independence, Dorms & Trips – 8,000QR
- BA Open House – 72,000QR
- Internal Case Competition – 12,000QR
- Online Directory – 0 QR

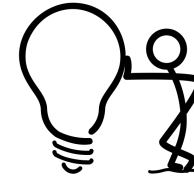


Total Budget: 92,000QR

The Risk of The Marketing Strategy

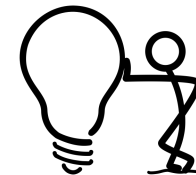
International Experience Focus

- ⚠️ • Reaction of other constituent groups
- Emphasize on value of each opportunities



BA Open House

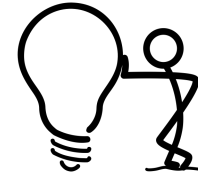
- ⚠️ • Turn up (Benefits) vs Cost
- Strong communication and extensive advertising



The Risk of The Marketing Strategy

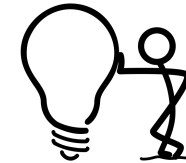
Internal Case Competition

- ⚠ • Uncontrollable performance & employer feedback
- Monitor students and expose them to employers



Online Directory

- ⚠ • Diverted focus on other students of different majors
- Consider creating a BA exclusive directory



Let Us Achieve The Goals By...

APPROVE

The Plan



FUND

92,000 QAR



IMPLEMENT

The Strategies

