

SPEAK THE SAME LANGUAGE

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WHY THIS TUTORIAL?



Since we all have different experience and knowledge, we sometimes use different words for the same concept, or a single word to name different concepts. This leads to misunderstanding and sometimes frustration. To be able to work as a team, we have to establish a common ground for everybody to express his ideas in the clearest possible way.

Therefore, we are not saying that the following definitions have an absolute value, neither in BEST nor in the “outside world”. It’s a suggestion that can allow you to talk about marketing and public relations in an efficient way, for example during a Knowledge Transfer. **So keep an open mind when you are facing different definitions from the ones you know. You usually all mean the same thing!**

ORGANISATION

Every organisation is closely tied to its identity, which defines the **purpose** and **existence** of the organisation

IDENTITY

Defines the core of an organisation and consists of its **vision**, **mission** and **values**.

VISION

Outlines what the organisation wants to be, it's an ideal state we might never reach, but which we strive for

Empowered Diversity

MISSION

Defines the fundamental process of an organisation, succinctly describing why it exists and what it does to achieve its vision.

Developing Students

VALUES

Are beliefs that are shared among the stakeholders of an organisation

**Friendship, fun, learning,
flexibility, improvement**

PRODUCTS AND SERVICES

Mix of tangible and intangible forms

PERCEPTION AND REPUTATION

The way the organisation is seen by
external world

Perception is referred to an individual

Reputation is a collective impression

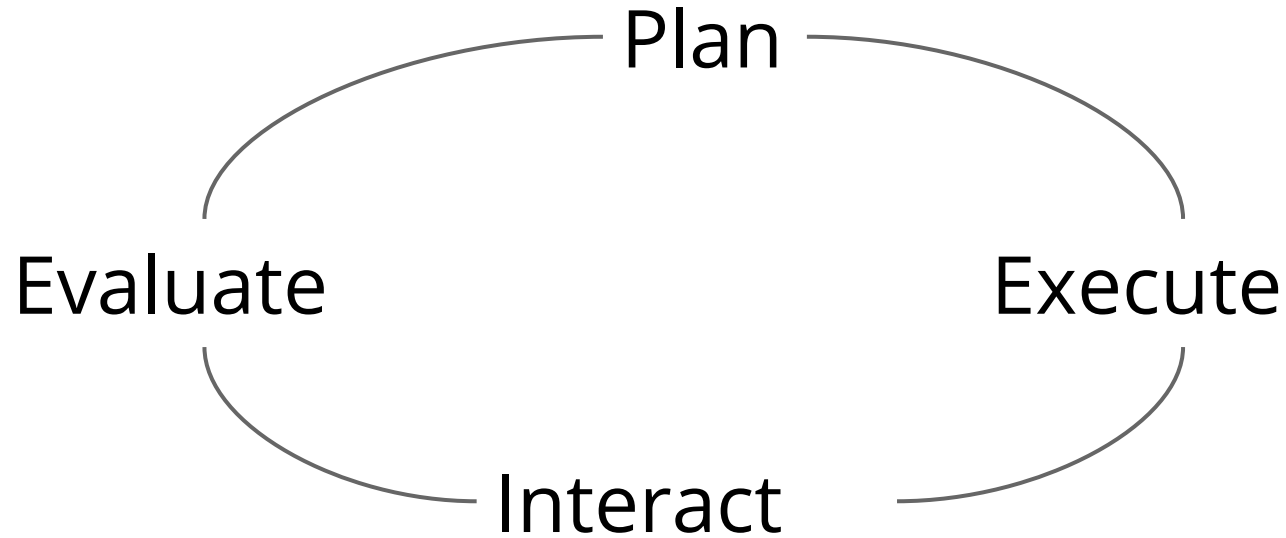
BRAND

The entire **experience** and **feelings**
one gets while in contact with an
organisation's products and services

MARKETING

The steps of the process employed in order to promote and sell an organisation's products and services

MARKETING PROCESS



MARKETING PROCESS

Planning

First step is providing a clear definition of the purpose to serve. “Create animation on the campus”, “Meeting foreign students” are different purposes. It’s vital to determine and express with simple words what the purpose of your organisation is. Without a purpose, communication, marketing etc. make no sense.

Then in order to allocate them efficiently, one has to analyze the resources available as well as the opportunities and threats in its environment. This can be a good way to discover new needs among potential stakeholders.

Execution

After having set goals and elaborated an action plan, it’s time for the execution. Doing things per say. Putting posters, sending e-mails, being on TV... Now that you are ready, you can start acting in a smart and efficient way outside your organization. This is when your message that has been designed during the planning part gets out.

MARKETING PROCESS

Interaction

After this execution (a promotion campaign for example) you will get various responses from your public. This leads to a new step of the process which is called interaction (e.g. getting questions from students about BEST courses). You will have to deal with these answers, keeping in mind the organization's purpose.

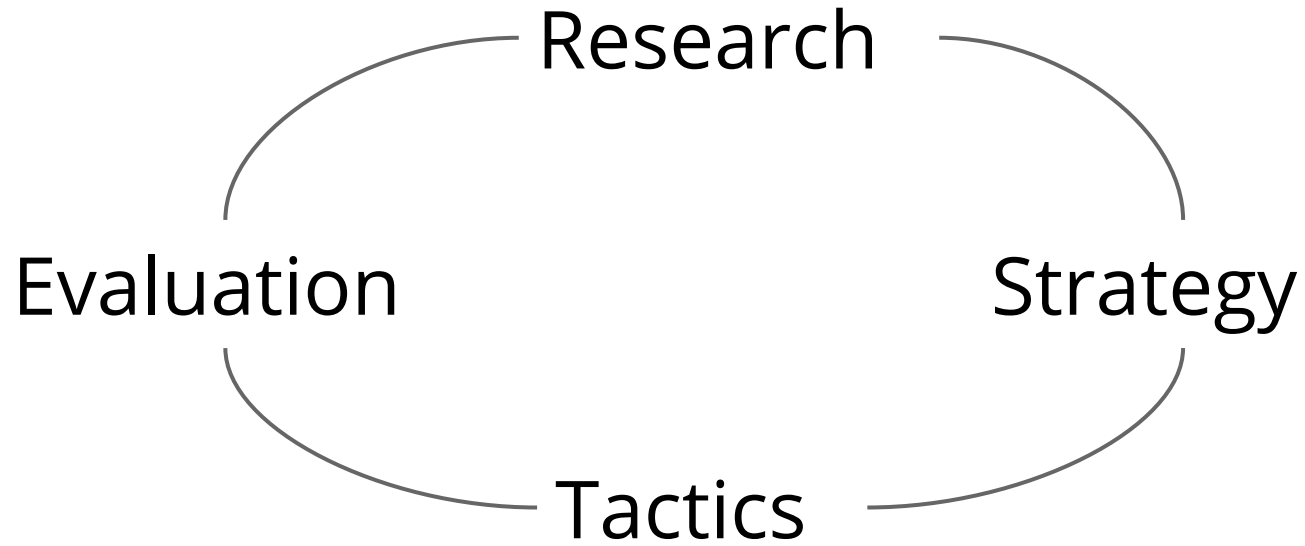
Evaluation

Last step will be **evaluating** all the previous work to start a new cycle of reflection and action.

PUBLIC RELATIONS

The process of managing the
perception(feelings) the public has
about an organisation

PR PROCESS



PR PROCESS

Research

This process also starts with a **research** stage on the current image of the organisation and its public.

Tactics

Then it's time for the tactics that can be employed to reach the goals set in the strategy.

Strategy

The next step consist of formulating a **strategy** to manage the issues defined during the research stage

Evaluation

The final step of the process cycle is the **evaluation** of the strategy and the newly formed perception and reputation of the organization, which will be the starting point for the next cycle.

TOOLS AND TACTICS

another strong connection
between marketing and pR

This consists of the fact that in many cases **the tools and tactics used in both strategies overlap**. And since both strategies and campaigns tend to be executed in parallel, it's vital for the success of both that they are properly synchronized and work together in harmony. Also, an efficient usage of tools and tactics can help save many resources (e.g. if you plan a radio interview for an event and another to address some image issues, why not have just one interview and talk about both?).

GRAPHIC DESIGN

Is the art of communication,
stylizing, and problem-solving
through the use of **type**, **space** and
image