

Barrier Destroyers

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Curriculum Connect



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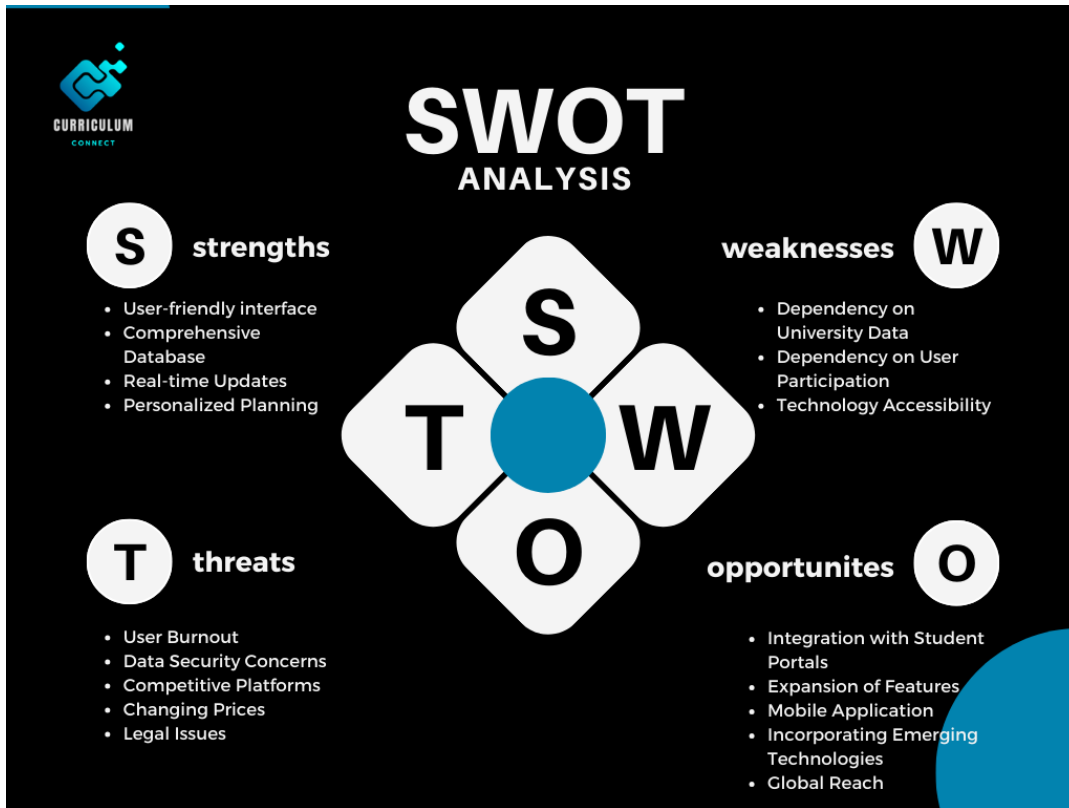
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I. Business Mission

Curriculum Connect's mission is to destroy the barrier faced by students to plan their classes by eliminating the guess work for students who want to get the most out of their education. Curriculum Connect will provide the students in the California State University system with the opportunity to safely and accurately research their potential courses and professors to allow them to make informed decisions when creating their class schedules.

II. Situational Analysis

- Competitive Advantages for Curriculum Connect:
 - Our platform would be specifically tailored for CSU students, providing university-specific information, and helping students compare different campuses. This would make our platform more accurate.
 - It would be a one-stop shop for students to gather all the information and avoid navigating through multiple websites and platforms.
 - It would have real-time updates with regards to the courses at any CSU.
- Sustainable Advantages for Curriculum Connect against competitors:
 - Curriculum Connect would have proactive user support to help students make the most of it.
 - We would have our platform integrated with the institutional systems and being recognized as an official academic planning tool would help us have a more loyal customer base. We would have our platform regularly updated based on any new information provided by the university and add new features based on student feedback which would help us retain the student base.



a. Internal Strengths and Weaknesses:

i. Strengths -

1. User-friendly interface - A well-designed and intuitive interface enhances user experience, making it easy for users to navigate and find information.
2. Comprehensive Database - Curriculum Connect would be a one-stop platform for CSU students, offering detailed information on courses, its syllabus, professors, and degree planning. It enhances the overall student experience by consolidating essential information.
3. Real-time Updates - A vast and regularly updated database of curricula or professor reviews provides valuable information for students making educational decisions. This ensures students have access to the most accurate information.
4. Personalized Planning - Curriculum Connect assists students in planning their semesters and degree paths by providing personalized recommendations based on saved

searches, favorites, academic history, and preferences. Academic planning is made efficient with features such as schedule optimization.

ii. Weaknesses –

1. Dependency on University Data – Curriculum Connect bases its entire accuracy and effectiveness on the availability and accuracy of data provided by the university. Any delay in updating information or inaccuracy in information may affect reliability.
2. Dependency on User Participation - The success of the platform relies heavily on users contributing ratings for professors and courses. A lack of diverse opinions may impact the reliability of the information provided.
3. Technology Accessibility – Some students may not have easy access to internet, efforts should be made to ensure that the platform is accessible to all students.

b. External Opportunities and Threats:

i. Opportunities –

1. Integration with Student Portals – Collaborating with all the CSU campus to integrate Curriculum Connect directly into student portals would enhance the platform's credibility. Students would be encouraged to use the platform for academic planning.
2. Expansion of Features - Adding new features, such as career guidance, internship information, or job placement statistics, can broaden the platform's scope. This expansion would make the platform more valuable to the students throughout their journey.
3. Mobile Application – Mobile apps are convenient and would make the platform more accessible to students on the go and help us increase user engagement.
4. Incorporating Emerging Technologies - Utilizing technologies like AI for personalized recommendations or virtual reality for virtual campus tours can provide a competitive edge.
5. Global Reach - Expanding the platform to cover international universities and courses can attract a more diverse user base.

ii. Threats –

1. User Burnout - Excessive reliance on user reviews may lead to user burnout or a decline in the quality and quantity of contributions over time.
2. Data Security Concerns – To avoid the security risks that would arise from collection and storage of sensitive student data Curriculum Connect must invest in cybersecurity measures.
3. Competitive Platforms - Advances in technology and new platforms may necessitate constant updates to our platform to remain compatible and competitive. Continuous innovation and staying ahead in terms of features are crucial to maintain a competitive edge.
4. Changing Policies – Regular communication with university administrators is necessary to adapt to any change in university policies, academic structures or any other functioning of the university so as to not impact the relevance of Curriculum Connect.
5. Legal Issues - Legal challenges related to user-generated content, copyright infringement, or defamation could pose a significant threat.

c. Current Market Situation:

i. Basis of Competition –

1. Primary barriers to enter this industry are mainly data accessibility and user trust. Gathering accurate data for courses, professors, degree requirements from universities is the most important factor and having this data updated in real time is needed. Only by achieving this would it be easy to gain user's trust, as users play an important role when it comes to displaying ratings for courses or professors. It is also important to ensure the user feels secure with sharing all the private information required by the platform.
2. Building strong partnerships with universities and obtaining official endorsements would contribute to the platform's credibility. Success in this industry mainly depends on the ability to adapt to emerging trends, introduce new features based on user feedback and innovate continuously.

ii. Market Size –

1. For the past 10 years the CSU network has had an enrollment of more than 450K students every year in Fall. This includes freshmen, sophomores, juniors, seniors, graduates, and other post baccalaureate students from diverse backgrounds.



2. By integrating with student portals throughout the network we can reach a target audience that is equivalent to the students enrolling.

iii. Consumer Interest –

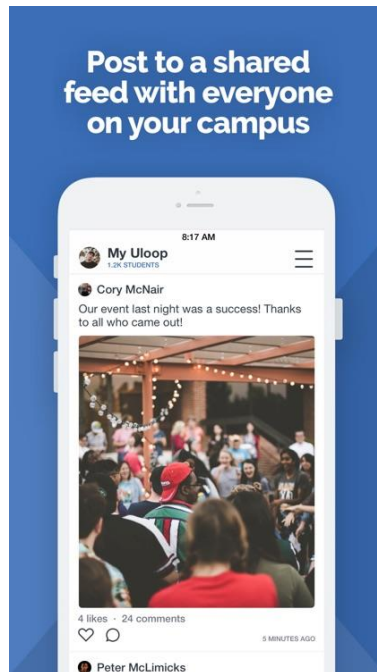
1. Students need a single platform that would provide them with every information needed to complete their degree i.e. course details, professor details, degree requirements and many more.
2. Keeping the platform updated with all the latest information and continuously updating and improving the platform based on consumer feedback.
3. Making the social media presence of the platform being felt.
4. Students actively recommending the platform to their peers giving a firsthand review.

d. Competitive Analysis:

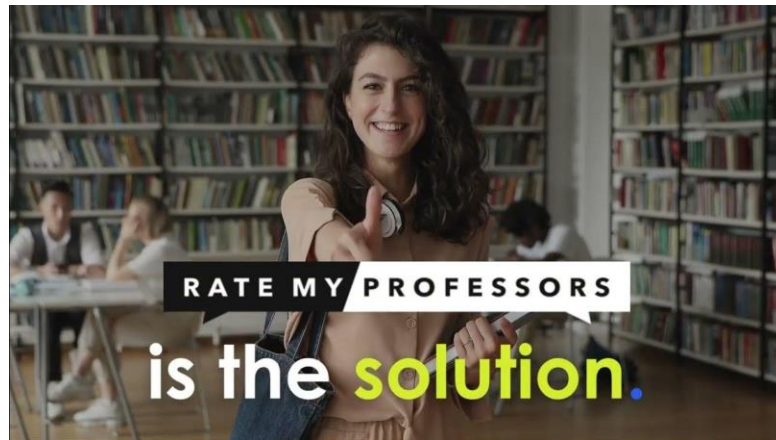
Few of our competitors are –

- i. Uloop – Uloop is a platform that helps students connect with other students at the university, get information about courses,

professors, jobs, apartment listings, tutor, and helps them prepare for tests. It is a student powered marketplace. They collaborate with various platforms that help provide these services and use their platforms to advertise. They connect millions of students with colleges and universities across the country.



- ii. Rate My Professors – Rate My Professors is a website that allows people to rate professors and campuses at institutions across USA, UK, and Canada. They use various platforms like YouTube, Instagram to advertise. Every individual has a free hand to create a listing of any individual not listed and rate and review any individual on the platform. It has different parameters on which individuals can be rated such as level of difficulty, helpfulness, overall quality and more.



- iii. Reddit – Reddit is primarily a social news website which is popular among students. Individuals post their experience of courses taken, professors and things related to different degrees and colleges. It has a vast user base.

III. Objectives

a. Business Objectives

- Establish brand awareness for Curriculum Connect as a website that will support a user-friendly interface comparable to other school rating services.
- Demonstrate that our web services will understand and support the needs of the student body of California State Colleges system to provide relevant information regarding courses, professors, and scheduling compatibility.
- The marketing team will maximize earnings by promoting ads on the site that are relevant to CSUF students.
 - Local restaurants and businesses that opt to advertise with Curriculum Connect
 - Student services such as Chegg and Spotify Premium for Students
- Increase traffic each semester.
- Aim to have over 60% of the CSU student body using the website by Spring 2025.



b. Marketing Objectives

- Increase brand presence through social media posts, email marketing, and word-of-mouth on campuses.
- While increasing traffic each semester, also retain current users (for the duration of their education in the CSU system).

IV. Marketing Strategy

a. Target Market Strategy

i. Demographics -

- CSU College students
- Any age
- Any gender
- High school students who are planning on attending a CSU College
- Transfer students
- Returning students

- Department chairs and advisors



Guidance for Success

REQUIREMENTS

- ✓ CSU Students or prospective students
- ✓ Pay into CSU student fees
- ✓ Motivated to advance in college



ii. Degree Segmentation –

We send emails with surveys out to students to find out what their degree is and what their goals are. With this we can send out recommended classes and recommend how they should structure their semesters going forward.

iii. Job Segmentation –

Students would have to create an account to use the website, and from this website we can find out if they have a job. This information allows us to send emails to students that have a job with a list of recommended classes for their schedules.

iv. Psychographic Segmentation –

For students who are not sure of their major, they can answer a series of questions on the websites that narrow down personality types and what jobs those personality types are usually interested in. Curriculum

Connect will also be useful to students who may have a change in major or are contemplating a change in major. Curriculum connect will also be able to assist with students who would like to double major and are interested in what double major would help them in their career field.

b. Marketing Mix

i. Place/Distribution –

Curriculum Connect utilizes CSU orientations to spread the word about the website and different ways it can help students. We will host workshops every semester on CSU campuses to demonstrate the website and assist students with technical aspects of how it works. In addition to hosting workshops for students we will hold annual seminars with department managers to gain feedback and responses which will allow us to tailor the website to better fit the needs of students.

ii. Pricing –

Service would be free for students, but funding would ultimately be pulled from tuition that is already incorporated into student fees. Payment would come directly from Cal State Universities. Cal State Universities may also subsidize the cost for the mutual benefit of students and organization. We plan on setting up a platform where donors can help contribute as well.

There would also be tiered pricing where students will have access to base services provided by curriculum connect for free, but if they want more in depth services then they would need to pay for those additional services. We can entice students to try these additional services by offering a 2-week free trial to try out the system.

iii. Product –

The product is the website itself where students will be able to take full control of their schedules and plan their whole academic curriculum. This allows students to make connections with their school at a big-picture level.

iv. Promotion –

We plan to promote the website through emails sent out exclusively to students that are part of the CSU school system. This would be a straightforward email where we would give examples and reviews from other students that have used the platform.

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