

Marketing Department Pre-project Questionnaire

Name _____ Date _____

Department _____ Phone _____

When we sit down together to begin this project, we will have many questions. Here is a preview of those questions offered to help you prepare for the meeting and the project. Fill out and submit or bring with you to our planning meeting.

I. Who is the specific audience you want to reach?

Age _____ Gender _____

Employment Status Unemployed Part-time Full-time Retired

Occupation _____

Income Range _____

Geographical location _____

II. How would you categorize the people you are targeting?

- They would be direct consumers of the program or event you are offering.
- They are not direct consumers but are in a position to influence those who are.
- They are a mix of direct consumers and influencers.
- They are opinion leaders who can impact the college's overall reputation.

III. People go through several steps when they are considering making a purchase:

Step 1: Awareness. The consumer is aware of your offering.

Step 2: Understanding. The consumer understands how your offering relates to his or her needs.

Step 3: Interest. The consumer has a genuine interest in what you have to offer. He or she might be actively gathering information on several offers and comparing yours to the others.

Step 4: Conviction. The consumer is committed to giving your offer a try but has yet to take action.

Step 5: Trial. The consumer makes the purchase.

Step 6: Repurchase. The consumer tries your product for a second time or third time.

Promotions are designed to nudge them along from one step to the next.

Where in the process are the people you hope to reach? _____

To which step do you wish to move them? _____

IV. What is your primary purpose in doing this project? If you check more than one, rank order them by priority.

- To create a general awareness of your program
- To get people interested enough to inquire about or consider getting involved
- To get people to take a specific action, such as enrolling in your program or attending a specific event
- To inform opinion leaders or those who influence enrollment decisions
- To enhance the reputation or image of the program/event
- To enhance the overall reputation of the college
- Other _____

V. What is the budget?

What is the maximum amount of money you can spend _____

What is the source of these funds _____

If you want a publication:

1. What format do you want?

- Brochure _____ Number of pages With self mailing panel
- Postcard
- Booklet _____ Number of pages
- Flyer With self mailing panel
- Newsletter _____ Number of pages
- Poster

2. How many copies _____

3. Color or b&w _____

4. Type of art

- Photos
- Graphics
 - Clip art
 - Original art
- Charts and graphs

5. How will piece be distributed _____

VI. Specific Service: There are many approaches to promotion, and each has strengths and weaknesses.

In our discussions, we will review all of the options. Please check all that you think would be useful.

- Paid Advertising
- Publicity resulting from free coverage in the news media (never guaranteed)
- Direct mail
- Telemarketing
- Personal Selling
- E-mail/Internet; Web site; Schoolcraft Web site
- Event
- Sales promotion such as a discount offer
- Point of purchase display
- Other _____

VII. What image do you want to convey?

- | | | | |
|-------------------------------------|-----------------------------------|--|--------------------------------|
| <input type="checkbox"/> Scholarly | <input type="checkbox"/> Formal | <input type="checkbox"/> Slick, commercial | <input type="checkbox"/> Artsy |
| <input type="checkbox"/> Collegiate | <input type="checkbox"/> Business | <input type="checkbox"/> High tech | <input type="checkbox"/> Other |

VIII. How long do you plan to use this publication?

- This is a one-time piece
- For the academic year
- For several years
- Other _____

