



## Center for *Hispanic Marketing Communication*



## Spring 2011 MARKETING PLAN

UPDATED: 2/14/11

### Center for HMC OBJECTIVES

**1) To reach out to students likely to be interested in this field- THE 'HMC TARGET AUDIENCE'**

- Hispanics
- Other minority groups
- Students with majors such as Communication, Marketing, Business, or Spanish

**2) To develop and establish the HMC Center and Program's brand image**

- By being consistent in our HMC brand messages with our logo on:
- Promotional Materials including Flyers, Brochures, and Posters
- New Research Reports and Publications
- HMC Website and Documents
- Enhance Facebook Presence and Start LinkedIn Page/Twitter Feed

**3) To increase the HMC Center and Program's recognition or 'brand awareness'**

- The HMC Program must make itself known!
- If students don't know that HMC exists, they won't know they have the option of taking classes, obtaining the minor/certificate, and getting involved with the Center
- We need to build recognition about the HMC Program to entice students that are interested into working with the Center and pursuing an undergraduate minor or graduate certificate
- The word needs to get around that the HMC Program exists and is worth their time to pursue....

**4) To increase the number of students...**

- Working with the Center for HMC
- Obtaining a HMC graduate certificate/undergraduate minor, or
- Taking at least the core graduate, undergraduate, and online HMC class to gain basic subject knowledge

## **HOW TO MEET OBJECTIVES...**

### **SPRING 2011 SEMESTER PLANS**

#### **HOW TO PROMOTE THE HMC CENTER AND ITS PROGRAMS AT FSU...**

*-We must reach FSU students who may be interested in HMC ('our target audience') by...*

***1) Facilitating students' participation with the program***

- Keeping the HMC website updated and easy to navigate
- Distributing lists with available approved classes and times per new semester (optional)

***2) Speaking at organizational meetings and passing out informational flyers at...***

**A) Communication and Business Clubs, Societies, and Organizations such as...**

- Advertising Club, FPRA, International Business, and American Marketing Associations
- Lambda Pi Eta Communication Honor Society

**B) Multicultural Student Associations, either at meetings or where they table on Wed.**

- Hispanic Latino Student Union
- Oscar Arias Hispanic Honor Society
- Cuban American Student Association
- Puerto Rican Student Association
- Dominican Republic Student Association
- Caribbean Student Association

**C) Multicultural Sororities/Fraternities, either at meetings or where they table on Wed.**

- Alpha Kappa Delta Phi
- Lambda Theta Phi Latin
- Sigma Beta Rho
- Sigma Lambda Beta
- Sigma Lambda Gamma
- Theta Nu Xi Multicultural
- Lambda Tau Omega

***3) Putting up posters and handing out informational flyers at places like...***

- The Union
- Student Life Cinema
- Hispanic Latino Student Union Headquarters
- Around the Stadium
  - 3<sup>rd</sup> and 4<sup>th</sup> Floor of UCC
  - UCD around where Communication classes are held
- Business Building (especially by marketing students' classrooms)
- Diffenbaugh Bldg. (where Spanish department and classes are located)

***4) Arrange collaborations with...***

- The Business and Spanish Departments- Request they add a link to the HMC page on their website so we can co-promote each other
- Center for Multicultural Affairs
- Center for Global Engagement- Co-Promote with Global Pathways Certificate
- Study Abroad Programs—Spain, Costa Rica, and Panama
- FSView Newspaper- Article about HMC in their orientation issue

***5) Send e-mails with flyer and information about the HMC Center and Program to...***

- FSU Colleges of Communication, Business, and Spanish faculty and students
- FSU Study Abroad Programs—Spain, Costa Rica, and Panama

***6) Invite students to join the Facebook group***

- Send messages regularly to keep members updated about latest news, upcoming events, and internship/career opportunities

**HOW TO PROMOTE ONLINE HMC CLASS...**

***1) Send e-mails with class information to:***

- AAAA Advertising Agencies
- Hispanic Advertising Agencies (Check AHAA)
- Advertising and Marketing Professionals in Tallahassee and Florida
- Other Ad/Marketing Agencies in the U.S. and Puerto Rico, especially in highly populated Hispanic markets and cities
- Hispanic Professionals in Tallahassee and Florida
- Hispanic Government Officials

***2) Create publicity about the Center for HMC and its newly released publications***

**OTHER TENTATIVE IDEAS...**

***1) Compile a news video story about the Center's purpose to...***

- Air on Seminole Showcase
- Post on Youtube

***2) Coordinating future collaborations with...***

- Dr. Korzenny speaking about the FSU HMC Center on local news interviews
- Partnership with the Ad and Marketing Clubs to arrange a competition to come up with HMC promotional materials, such as posters, a campaign, and brochures

***3) Promote the HMC Center and Program at the Union on Wednesdays***

- Set up table in the Union on Wednesdays providing HMC flyers and information
- Put flyers on the Multicultural Organizations' tables and explain program details

***4) Get involved in events of...***

- FSU Ad, PR, and Marketing Clubs
- Hispanic Latino Student Union
- Multicultural Organizations and Societies
- FSU Study Abroad Programs—Spain, Costa Rica, and Panama

***5) Plan Open House to distribute brochures about the HMC Center and Program***

- During Hispanic Heritage Month, and at student orientations as well as career fairs

***6) Send articles about the U.S. Hispanic market by the Korzennys or HMC students to...***

- Hispanicad.com and Local Newspapers (FSView and the Tallahassee Democrat)

***7) Create English PSA to air locally in Leon County***