

## **Buckingham Marketing Plan**

September 26th, 9 am - 3:30 pm

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## **Executive Summary/Overview**

- Buckingham Career Day is an annual event hosted at Ball State University. This year, it will occur on Tuesday, September 26th, from 9:00 am - 3:30 pm. There are four events throughout the day that include interviews, a welcome session, a guest speaker, and a volunteer opportunity at the end. This event is targeted towards many majors here at Ball State and will be beneficial for any student to attend.

## **Our Mission**

- Our mission for the marketing plan is to create three different strategies to implement into the Ball State campus before the event on the 26th in order to have as many students registered as possible. We will do this by creating plans that target specific college students who will benefit from the event the most.

## **Marketing Strategy and Goals**

### ➤ **Strategy #1**

- For our first strategy, we will be speaking with the front desk workers at the Applied Technology building. We will make our own slide that students and staff can see and will be available when they are walking through the building. We will make the slide visually appealing and easy to read and understand, considering the slide only lasts around 5 seconds. We will have the QR code large and the center of attention to intrigue people to wonder what it is and maybe even want to sign up because of it.

### ➤ **Strategy #2**

- Handing out flyers at the scramble light/around campus and putting them in dividers at the Atrium and Student Center. For the flyers, we were provided index cards but did not enjoy the design visually, so we decided to design our own flyers that are more visually appealing and target college students. As the scramble light has a large flow of student traffic, we would like to have a booth or groups stand at the lights to hand out flyers promoting Buckingham Day. This strategy will allow us to target a large population of students in a small area of campus and could prove time effective. As for the dividers in the Atrium and Student Center, we would like to place flyers in them so when students are eating, they see that this event is happening and are able to sign up with the QR code on the flier. We

will also have an Instagram graphic version of this to share on social media across campus as well.

➤ **Strategy #3**

- Our third strategy for the marketing plan is to reach out to both Ball State Panhellenic Sororities (PHA) and Interfraternity (IFC). Both of these groups affiliated with Ball State require a certain amount of service hours that need to be completed each semester. We would promote this event to both of these groups since it is an easy way to earn service hours and will encourage people to attend the other sessions that Buckingham is offering that day. To promote this effectively, we will contact the PHA Vice President of Community Service and Philanthropy, Seattle Greenwell, the PHA Vice President of Marketing and Communications, Mallory Pfeiffer, and the IFC Vice President of Community Outreach, Scott Lozer. We will explain to them what the event is and the community service opportunity provided. We will also create a social media graphic that they could use to promote on their social media accounts, along with the QR code and link to sign up. Finally, we will also connect with the Director of GivePulse, which is Ball State's volunteering page where any student at Ball State can sign up to volunteer or search for future volunteering options. We can ask the director to add this opportunity to GivePulse so any Ball State student can attend.

**Implementation and Payment Terms**

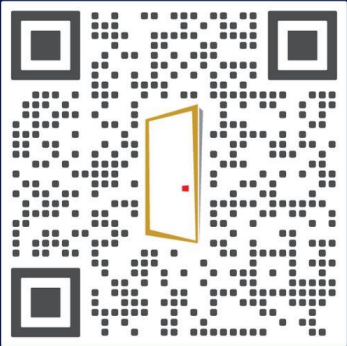
- We will implement this plan ASAP since we have limited time between now and the event.
- This will cost us \$0 since everything we designed ourselves and had the university print out for us.

Graphic for strategy #3

# COMMUNITY SERVICE OPPORTUNITY!

Come help prepare meals!

Use the QR code below to  
sign up



September **26th 2-3:30PM**

## Graphic for strategy #1 and #2



**Buckingham**  
Career Day

Tuesday, September  
26th 9:00 – 3:30 pm

sign up now!



Guest Speaker: Kelsey Murphy  
Winner of MasterChef Season 11

## The Schedule



**9:00 – 3:00 pm**  
Interviews



**10:00 – 11:30 am**  
Welcome Session



**11:30 – 1:30 pm**  
Lunch (free!) and Guest  
Speaker: Kelsey Murphy



**1:30 – 3:30 pm**  
Foundation Volunteer  
Initiative

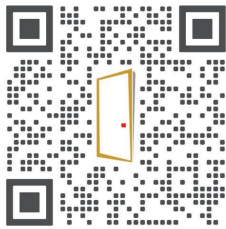
Graphic for strategy #2



# Buckingham

Career Day

**Tuesday, September  
26th 9:00 - 3:30 pm**



BUCKINGHAM DAY

# Schedule

09:00-03:00 pm Interviews

10:00-11:30 am Welcome Session

11:30-01:30 pm Lunch and Keynote speaker

01:30-03:30 pm Volunteering

Strategy #2 Implementation - flyers placed on tables at the Atrium

