Key Points: The Marketing Karate Master

After this workshop, participants should know how to:

- Structure an effective marketing department with proven techniques
- Build cooperative relationships with clients and vendors
- Capitalize on the combined abilities of your team with point of contact
- Integrate project management software for project tracking
- Bridge the gap between administration and marketing
- Maximize staff potential with cross-training and continuing education
- Generate additional revenue through external marketing opportunities
www.ContinuingEd.ku.edu

Conference Twitter: #uceamktg
Structure an effective marketing department with proven techniques

Executive Director

Director of Professional Programs and Communications

Director of Marketing

Program Managers
  - Units/Clients
  - Aerospace Programs
  - KLETC
  - Medical Center
  - Fire and Rescue
  - APP Program Managers

Marketing Staff

Editors, Graphic Designers, Webmasters, Programmers, Distribution Center Mailing List Specialists

Business Office Financial Hub

KU Continuing Education
The University of Kansas
Maximize staff potential with cross-training and continuing education

Marketing Illumination Structure

Director of Marketing

Business Office
- helps generate
  outside invoices

Graphic Designer/
- Project Manager for
  outside projects

University clients
- in need of
  marketing services

Graphic Designers

Project Managers
- editors
- financial analysis

Web Designers & Programmers

Distribution Center
and Mailing List
Specialists

www.ContinuingEd.ku.edu/illumination
Build cooperative relationships with clients and vendors

Project Manager: Role and Function
Marketing Checklist

Program Manager ________________________________ Event date ________________________________

Event title ________________________________ Location ________________________________ Proj # ________________________________

Audience ________________________________ Projected attendance ________________________________


Overall budget ________________________________ Event budget ________________________________

Projected marketing budget ________________________________ Adjusted marketing budget ________________________________

Market analysis

Research

Tracking

Print (press jobs)

☐ Postcard

☐ Brochure

Other

Timeline (leave 12 weeks for mailings)

Logos needed on print and web

☐ Copying (Kinko’s or in-house)
Exhibits, Signage, Onsite program, Instructor materials, etc.

☐ Web site

☐ E-mail

Banner graphics

Date to send ________________________________ Subject line ________________________________

1. ________________________________

2. ________________________________

3. ________________________________

4. ________________________________
Marketing Checklist (page 2)

- **Mail and e-mail lists**
  - In-house
  - Free from partner/association
  - Purchased
  - Other

**Registration**

- **News releases**
  - Publications

- **Ads**
  - Print
  - Web

**Web**

- **Web SEO (Search Engine Optimization)**
  - Keywords
  - Linked sites

**Post-event?**

- **Shipping and bindery**
  - Timeline

- **Premiums** *(tote bags, speaker gifts, t-shirts, etc.)*

- **Onsite photography**

- **Reggie process**

**Other needs**
Integrate project management software for project tracking

Bridge the gap between administration and marketing

Reggie integrates project tracking with financial accountability

**Event Management**
- Programs
- Marketing initiatives

**Microsoft Outlook**
- E-mail notifications generated by entries in Reggie

**Marketing Management**
- Jobs by department
- JCN job-tracking transaction system
- Job details
- Deadlines

**KUCE Comprises Seven Units**
- Marketing
- Academic and Professional Programs (APP)
- Aerospace Short Course Programs
- Academic Outreach & Distance Education (AO&DE)
- Kansas Fire & Rescue Training Institute (KF&RTI)
- KU Continuing Medical and Nursing Education (CME and CNE)
- Kansas Law Enforcement Training Center (KLETC)

**Enrollment Management**
- Registrations
- Cancellations
- Refunds

**Financial Management** (KUCE Business Office)
- Details by event
- Various financial reports
- Financial accountability

**Main University Financial Systems**