Bridging the Gap: Program Management and Marketing Structure for Continuing Education

Marketing can be defined as a process that includes communicating, creating, and delivering products that have value for clients.

Marketing must both identify and anticipate client profitability.
• The Karate master identifies and anticipates the next move of his or her opponent.

• The sum of the parts comes together as one unit—deadly, but effective.

• Capitalize on the combined abilities of the team.

• Use a point of contact in your daily operation.
Point of Contact Definition

Person or department serving as the coordinator or focal point of an activity or program

“Since different people have different ideas and interests, the challenge is to capitalize on the combined abilities of the team.”
Key Points: The Marketing Karate Master

- 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
Key Points: The Marketing Karate Master

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
Reporting structure is key to effective marketing results and smooth project management

The project manager expedites initiatives to each member of the marketing team on behalf of his or her client in a seamless chain of communication.
Structure an effective marketing department with proven techniques

- Executive Director
- Director of Professional Programs and Communications
- Director of Marketing
- Program Managers
  - Units/Clients
  - Marketing Staff
- Editors
- Graphic Designers
- Webmasters
- Programmers
- Distribution Center
- Mailing List Specialists
- Business Office
- Financial Hub
Our Mission

• Integration of process and message
• Quality control and consistency
• Marketing plans and financial budget modeling
• Program branding
• Identity standards in keeping with the university at large
• Templates
• Coordinated services with registration center and business staff
Our Services

• Print Materials

• Mailing and Distribution

• Electronic-Related Advertising

• Photography

• Editing
Integrated Team of Professionals

Cross training is the key to department efficiency and increased opportunities in setting financial goals
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
Project Manager

Role and function: Builds cooperative relationships with clients (i.e., program managers) and outside vendors (printers, specialty companies)

Not to be confused with:

- Project coordinator
- Program manager
- Program coordinator
Build cooperative relationships with clients and vendors
Successful Marketing Management in Continuing Education

A balancing act:

- Program needs vs. marketing initiatives
- Creativity vs. capability
- Budget constraints
- Timelines
Marketing Meetings: The First Critical Step

“The general who wins a battle makes many calculations in his temple ere the battle is fought.” – Sun Tzu, Art of War

- Initiated through our Reggie online information system
- Linked to Microsoft Outlook for automatic e-mail notification
- Collaborative group objectives are discussed and outlined
Marketing Strategy Meetings

Marketing plans, campaigns and budgets are generated from the initial marketing meeting, including Marketing Checklist and estimate requests.

Meeting may include:

- Program Manager/Client
- Marketing Director
- Project Manager
- Graphic Designer
- Mailing List Specialist
- Webmaster
Project Managers Go to Work

- Gathering estimates from vendors
- Creating jobs in Reggie
- Establishing timelines for copy, proofs, mailing list development and project deadlines
- Facilitating projects with marketing staff
- Writing job specifications
Reggie’s Role in Project Management

Reggie is the central information system that integrates joint objectives and financial goals

- Project and program data available on-demand
- Input new information in real time
- Data available for all staff
Design Templates

Use of design templates for printed pieces, registration forms, Web sites and e-mail blasts

- Ensures designers are working with layouts that comply with post office mail regulations
- Speeds up design process
- Ensures standard information is always included (i.e., fine print)
Review Process

Our marketing pieces should be indicative of an organization selling education

- Free of misspellings
- Correct grammar
- No obvious errors in layout

Our highly educated audience will notice every error that we don’t catch

- PhDs
- Educators
- CUSTOMERS
Final Reviews

- Initial project manager’s review
- Editorial review
- Registrations review
- Postal review
- Graphic designer’s review
- Marketing director’s review
- Project manager’s final blueline review
The Result

Printed pieces are as error-free as we can make them, and clients are left with marketing materials they can distribute with confidence.
Integrate project management software for project tracking

Bridge the gap between administration and marketing

Reggie integrates project tracking with financial accountability

- Event Management
- Microsoft Outlook
- Marketing Management
- KUCE Units
- Enrollment Management
- Financial Management
- Main University Financial Systems
Event Management

Program managers are able to:

• enter event data (e.g., event name, event date, type of audience, 
  # of audience expected, budget plan) associated with a single 
  project number;

• request a marketing planning meeting;

• review Marketing jobs’ status;

• view job charges as jobs progress in Marketing;

• approve and pay or request a meeting regarding job invoices.
Marketing Management

• Job Tracer (timeline, instructions, proofs inflow/outflow, print specs, print dates, mailing dates)

• Print Order (quantity, breakdown, print specs, due dates, vendor estimate, vendor job number, vendor invoice number and amount)

• Print-on-Demand Order (file name, job specs, due dates, vendor invoice number and amount)

• Work time and charges incurred by marketing staff

• Invoice
Research and Analysis

- Mail List Return on Investment (ROI) Analysis
- Customer Research/Analysis [e.g., Recency, Frequency, Monetary Value (RFM)]
- Invoice Management
**Marketing Report Formats**

We use a number of report formats in Reggie, all based on data we need to review practically daily.

### Current Job Reports
- Print Jobs
- Photography Jobs
- FedEx Kinko’s Jobs (print-on-demand)
- Targeted E-mail
- News Releases
- Display Ads
- Web Work
- Mailing Jobs
- Monthly Jobs

<table>
<thead>
<tr>
<th>Group Home Pages</th>
<th>Current Job Reports</th>
<th>Other Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barb Solberg Group</td>
<td>Print Jobs 22 Print Job(s) Pending</td>
<td>All Open Jobs</td>
</tr>
<tr>
<td>Candy Generic Marketing</td>
<td>Photography Jobs 0 Photography Job(s) Pending</td>
<td>Jobs Complete - No Time</td>
</tr>
<tr>
<td>Candy Dettborn Group</td>
<td>FedEx Kinko’s Jobs 4 FedEx Kinko’s Jobs Pending</td>
<td>Jobs Ready for Invoice</td>
</tr>
<tr>
<td>Pam Hicks Group</td>
<td>Targeted Email 6 Targeted Email Pending</td>
<td>Jobs Need Program Approval 82 Jobs Need Program Approval</td>
</tr>
<tr>
<td>Kevin Generic Marketing</td>
<td>News Releases 1 News Releases Pending</td>
<td>Jobs Approved for Payment</td>
</tr>
<tr>
<td>Kevin Curry Group</td>
<td>Display Ads 9 Display Ads Pending</td>
<td>Program Approval - Marked &quot;No&quot;</td>
</tr>
<tr>
<td>Stacey Walters Group</td>
<td>Web Work 24 Web Jobs Pending</td>
<td>3 Marked &quot;No&quot;</td>
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<tr>
<td>Trudy Rice Group</td>
<td>Mailing Jobs 8 Mailing Job(s) Pending</td>
<td></td>
</tr>
<tr>
<td>Susan Elkins Group</td>
<td>Monthly Jobs - First Class/Shipping 9 Monthly Job(s) Pending</td>
<td></td>
</tr>
</tbody>
</table>
Other Marketing Reports

- All open jobs (report reviewed weekly at the Marketing staff meeting)
- Jobs Complete – No Time (no staff time entries)
- Jobs ready for Invoice (requires action from project coordinator to review and generate the automated invoice)
- Jobs Needing Program Approval (review of jobs not approved for payment)
- Jobs Approved for Payment (history of paid jobs)
- Program Approval – Marked “No” (cue to arrange to meet with client to negotiate problem)
Q&A

Contact Points Used in Karate

- Wrist
- Knifehand
- Back of the fist
- Spearhand
- Ball of foot
- Instep

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