

FACS Program Marketing Plan

Year:

Name of your program _____

Needs Identification: Ex. Space for an awards banquet, laptop, Funds for field trip, guest speaker

Describe the need

Type of resource needed: Money, items, relationships

Leadership: Who will help you market the program? Fellow teacher, administrator, counselor, advisory etc

Name	Constituency Represented

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SWOT Analysis: Strengths, weaknesses, opportunities and threats - where are you starting from?

Strengths

The list of areas where your program excels. The advantages current students, parents, alumni, faculty and staff see in your program. What is your program good at? This can also include events, employment or other career opportunities.

1	
2	
3	
4	
5	
6	

Opportunities

What new initiatives could you undertake that would help your program? Has there been a change in the area that opens a new door to your program?

1	
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Concerns

What issues could impact your program? Are there changes in your area that could impact your program?

1	
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2
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Marketing Materials: Your web site, school brochure, business cards etc. Is your website up to date? Do you have a current program brochure? Do you have current business cards?

Checklist	Status/Needs
Web site	
Social Media	
Brochure	
Letterhead	
Business Cards	
Other:	

Target markets or individuals

Who are your key constituencies that you can target your program's message to? Who would be receptive to hearing your program's message?

1
2
3
4
5
6
7

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Key Marketing Strategies

What do you need to do to achieve your marketing goal(s) this year? Where will you focus your marketing efforts?

1
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Tactics, Calendar, Staffing, Assessment & Budget

For each strategy you've identified, you will need to plan tactics, a timeline, a responsible party, an evaluation measure and a budget implication. Carefully consider how you can enhance the relationship between your program and each of your target markets to achieve your key marketing strategies.

Tactics for each strategy

What do you need to do to create and implement the key marketing strategies you identified?

Marketing Calendar

When will you implement each of these tactics?

Responsible Party

Who is responsible for tackling each tactic you've identified?

Assessment

How will you know if what you are proposing to do actually works? How will you track your results?

Budget

How much will each tactic cost?

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Strategy 1: (Carried down from section above)

Tactic	When?	Person responsible?	Evaluation measure?	Budget?
1				
2				
3				
4				
5				

Strategy 2: (Carried down from section above)

Tactic	When?	Person responsible?	Evaluation measure?	Budget?
1				
2				
3				
4				
5				

Strategy 3: (Carried down from section above)

Tactic	When?	Person responsible?	Evaluation measure?	Budget?
1				

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2				
3				
4				
5				

Strategy 4: (Carried down from section above)

Tactic	When?	Person responsible?	Evaluation measure?	Budget?
1				
2				
3				
4				
5				

Strategy 5: (Carried down from section above)

Tactic	When?	Person responsible?	Evaluation measure?	Budget?
1				
2				
3				
4				
5				