

Marketing Plan Questions

Purpose - why are we doing this?

- Fund raising
- Promotion
- Good of the community

Decision makers - who will make the decisions?

- Administrators
- Academics
- Marketing & promotion professionals
- Concert production professionals

Demographics - what people are we trying to reach?

- Blue hairs
- Musicians
- Community people
- Classical buffs
- Jazz buffs
- Opera buffs
- People who have never been on campus before

Budget source - from where is the money coming?

- Sponsor
- University
- Student Government
- College

Budget expenditures - how will the money be spent?

- Artists fees
- Advertising
- Miscellaneous (tickets, programs)

Other fund raising - where else can be make money?

- Refreshments
- Shirts & caps, etc.
- Poster (ala jazz fest)

Marketing - how will the advertising dollar be spent?

- Print
- Radio
- Direct mail
- Co-opt advertising
- Free