



Technical & Professional Writing Certificate

The University of Texas at El Paso

TPW Certificate Marketing Plan 2013-2014

Training communicators for top jobs of the 21st century

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Introduction

The marketing plan for the Technical and Professional Writing (TPW) Certificate is designed for TPW program marketing communicators. The plan provides guidelines for developing marketing materials to meet the following marketing objectives:

- Increase awareness of the TPW Certificate program
- Increase program enrollment
- Keep the UTEP community informed on the TPW program development
- Establish and enhance connections with the community locally, nationally, and internationally

The plan is divided in the following sections:

1. **Marketing strategy:** a conceptual layout of marketing efforts that defines the program's identity, target audiences, and communication channels
2. **Marketing campaign:** a month-by-month marketing plan
3. **Benchmarks:** tools for following the results of the program's marketing efforts

Marketing Strategy

The marketing strategy provides a conceptual layout of a comprehensive marketing approach by which the TPW program can be marketed to various audiences and throughout various communication channels in a consistent style.

Identity Style

The identity style ensures consistency in the use of the logo, banners, colors, fonts, etc., as well as in the use of specific words that express the program's character. The identity style should be applied consistently in print and web materials, but it should also be flexible enough to allow adjustments based on the medium and audience. In order to ensure a consistent use of the identity style, the marketing communicators will use the following identity style guide with the aforementioned information.

Program's Logo



Banners

Each course in the program will use a banner that is designed based on the above logo as follows:



Fonts and Colors

The fonts and colors that will be used in all communication materials are consistent with those used in the program's logo.

Fonts:

Helvetica (Mac), Arial (Windows), Georgia (both Mac and Windows)

Colors:

Hex: #FFCC33
RGB: 255, 204, 51
CMYK: 0, 0.2, 0.8, 0

Hex: #CCCCCC
RGB: 204, 204, 204
CMYK: 0, 0, 0, 0.2

Hex: #FF3333
RGB: 255, 51, 51
CMYK: 0, 0.8, 0.8, 0

Hex: #66CC33
RGB: 102, 204, 51
CMYK: 0.5, 0, 0.75,

Slogan

A few options:

- A path to good living as a writer
- A writing career that pays off
- Training communicators for top jobs of the 21st century
- Effective communicators wanted
- Effective writing for a good living

Mission Statement

UTEP's online TPW Certificate Program is designed for current graduate students, mid-career professionals, and military personnel who seek to strengthen their technical and professional writing skills and their knowledge of how to use new media and communication technologies to enrich communication. The program meets the needs of graduate students who wish to move through their degree plans more efficiently and of working professionals who wish to advance their careers through the convenience of online classes.

Vision Statement

The program's focus on technical and professional writing, digital communication, and community engagement in intercultural contexts will help prepare students to make significant contributions to their communities and professions. A TPW Certificate can give students a competitive edge in some of the top jobs of the 21st century such as technical writer, technical communicator, editor, and multimedia specialist.

In addition to benefitting students, this online certificate program will benefit the Department of English and the university by attracting graduate students and professionals who might subsequently enroll as students in the Master's in Rhetoric and Writing Studies (RWS) and/or the PhD in Rhetoric and Composition. This student enrollment will in turn increase student credit hour production and the number of graduate degrees awarded, providing additional resources for the department to use to support student scholarships, teaching assistantships, and student and faculty research.

Goals and Objectives

UTEP's online TPW Certificate Program will educate graduate students and professionals in the art of writing, and it will also emphasize a broader understanding of critical thinking and production with new media and communication technologies. Students will be trained to write for a variety of audiences such as technicians, field specialists, corporate executives, legislators, and military personnel. The TPW certificate also addresses the following RWS student success outcomes:

1. Students will be able to situate themselves within current rhetorical theories, demonstrate appropriate disciplinary knowledge, and will have practical experience writing in the workplace.
2. Students will be able to choose an audience and analyze the rhetorical situation for a variety of professional and technical writing formats.
3. Students will be able to evaluate and use appropriate software, analyze and design documents, and gather and think critically about electronic research.
4. After completing the certificate, students will be employed in workplace settings appropriate to their professional expertise.

Beginning fall 2013, two online courses will be offered in rotation each long semester, permitting students to complete the four required courses in two semesters. By fall 2015, eight week sessions will be developed, providing students with the opportunity to complete the certificate more quickly. By year 5 (2017-2018), 12 sections (6 per semester) will be offered with a total enrollment of 180.

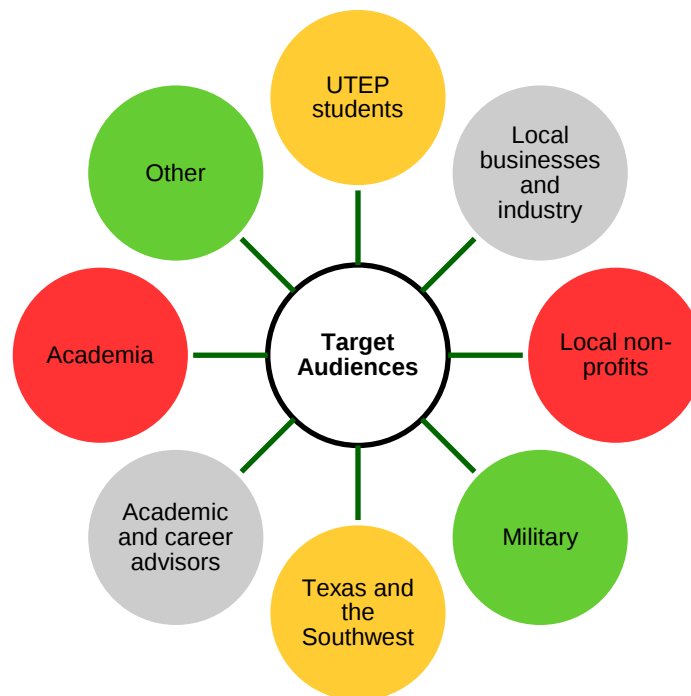
Templates

In order to facilitate the consistent use of the identity style, print and web templates will be created.

Target Audiences

The TPW marketing communicators should clearly articulate why the program is relevant and interesting for specific audiences. In addition, specific marketing events and materials should be designed for specific audiences.

The primary target audiences include:



Targeting UTEP Students

Forms of promotion:

- Emails and newsletters
- Advertisements and feature stories
- Posters, flyers, brochures
- Videos
- Special on-campus and virtual lectures and open houses

In order to target both traditional and non-traditional students, the marketing materials will focus on the convenience of online classes and job trends/opportunities.

Minority and international students will be targeted in the marketing materials by showing that the program welcomes cultural diversity and accommodates specific needs of students.

Targeting Local Businesses and Industry

Forms of promotion:

- Adjust the website to be mobile-friendly (for smartphones, tablets)
- Optimize the website's search keywords to include local information (e.g., El Paso, zip codes)
- Place ads on a variety of websites
- Submit events and news to the *Greater El Paso Chamber of Commerce* website
- Create special lectures for local businesses at their offices

Local businesses to consider:

- Business Coaching/Development
- Legal Services
- Employment Training
- Banks and Financial Services
- Real Estate
- Telecommunications
- Education/Training
- Government Agencies

The marketing communicators should consult the *Greater El Paso Chamber of Commerce* directory for names of specific businesses that are listed within the above groups by following the link <http://web.elpaso.org/search/>.

Targeting Local Non-Profits

Forms of Promotion:

- Emails and newsletters with marketing tips for non-profits
- Inviting organizations to collaborate with current students (similar to service-learning)
- Specific workshops with tips for marketing non-profit organizations

Non-profits to consider:

- Community Service Organizations
- Child Care Services

The marketing communicators should consult the *Greater El Paso Chamber of Commerce* directory for names of specific non-profit agencies that are listed within the above groups by following the link <http://web.elpaso.org/search/>.

Targeting the Military

Forms of Promotion:

- Advertisements in specialized military publications (e.g., base newspaper, military yellow pages with local businesses)
- Arrange promotional workshops on the Fort Bliss military base
- A promotional video screening at base theater
- Photo-ad with military theme

The audience from the military additionally differs from other audiences in terms of the specific vocabulary that is familiar to their discourse community. The chart further below provides a few examples of terms specific to the military, to their dependents, and to veterans.

Targeting Texas and the Southwest Region

Forms of promotion:

- Emails and newsletters
- Advertisements and feature stories
- Posters, flyers, brochures
- Videos
- Special virtual lectures and open houses

The marketing materials will focus on the convenience of online classes and job trends/opportunities.

Minority and international students will be targeted in the marketing materials by showing that the program welcomes cultural diversity and accommodates specific needs of students.

Targeting Academic Advisors and Career Development Centers

Forms of promotion:

- Emails and newsletters with information on top jobs and wages
- Brochures with information on courses, admission requirements, and deadlines
- Invitations to special lectures

Targeting Academia

Forms of promotion:

- Presentations at conferences
- Publish articles on the course development/success

Keywords for Targeting Specific Audiences

Considering that the program will be marketed to various audiences, the marketing communicators will use a variety of keywords that are tailored for specific audiences.

Audiences	Keywords
UTEP students	Competitive edge, top jobs of the 21 st century, cultural diversity, international communication, convenience of online classes
Local businesses and industry	International and globalized communication, electronic commerce, documentation managers, company reports, convenience of online classes
Local non-profits	Grant writing, fundraising, marketing and communication, legal writing
Military	Flexibility and convenience of online classes; educational assistance programs for reservists, dependents, and veterans (REAP, DEA, Yellow Ribbon, etc.); composing nomenclatures, logistics support documentation; operation and maintenance manuals
Academic advisors, Career Development Centers	Top jobs of the 21 st century, career planning, the median annual wage for technical writers (see source http://www.bls.gov/ooh/media-and-communication/technical-writers.htm)
Academia	Keywords will vary depending on the themes of specific conferences and publications.

Communication Channels

TPW marketing communicators will use a variety of communication channels to spread the promotional forms specified for each target audience, as well as to reach a wider audience:

- Social media: Facebook, YouTube, Twitter
- Hispanic and the El Paso Chambers of Commerce
- UTEP Campus and online: workshops, special lectures
- Additional UTEP channels: Provost's Office, Instructional Support Services, Center for Civic Engagement, and English DiReCT (UTEP English Disciplinary Resource Community Toolbox).

Marketing Campaign

A month-by-month marketing plan

Month	Activity	Target Audience
July 2013	- Create slogan, statements, and goals - Complete the list of promotional forms specific to target audiences - Compile a list of local businesses and non-profits to target - Provide samples of analytical tools - Complete the month-by-month marketing plan	
September 2013	- Create print and web templates of promotional materials - Set up social media outlets - Email invitations to current students to join the social media outlets	UTEP students
October 2013	- Complete travel arrangements for Kelli Cargile-Cook's visit - Prepare promotional materials advertising a special lecture by Kelli Cargile-Cook - Prepare a survey on marketing efforts for the special lecture	UTEP students UTEP students and faculty
November 2013	- Kelli Cargile-Cook visits on November 1 - Create a video with Kelli Cargile-Cook's lecture and/or interviews (students, faculty) - Edit and submit video to Facebook, YouTube, and website - Email survey on marketing efforts for the special lecture - Invite current students to submit feature stories of their	

	experiences in the program - Analyze survey and special lecture attendance	
December 2013	- Create a newsletter with student feature stories - Create posters and flyers with excerpts from students' stories - Create a virtual open house session	UTEP students
January 2014		
February 2014		
March 2014		
April 2014		
May 2014		

Benchmarks

A continuous improvement of marketing efforts can be achieved by monitoring and assessing the effectiveness of the implemented strategies. The effectiveness can be assessed through a survey that investigates how the identity style (logo, colors, images, messages, etc.) are perceived by students and community members.

The results of marketing efforts can also be assessed by analyzing the numbers and percentages of webpage visits, social media followers, and special lectures attendees.

Sample Survey Questions

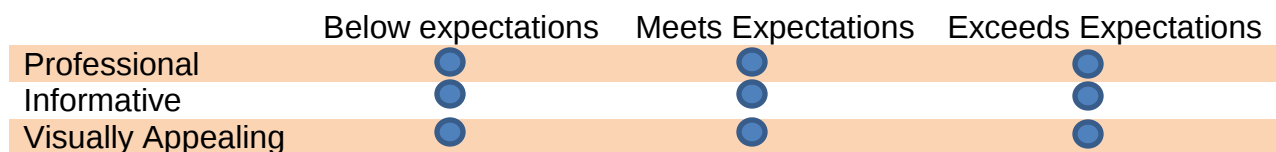
Demographic questions about respondents

- Geographic area (e.g., El Paso, Texas, Southwest, USA, International)
- Qualification (e.g., bachelor's, master's)
- UTEP graduate (yes/no)
- Professional experience (e.g., 0-3 years, 4-8 years, etc.)
- Gender
- Age

Questions that investigate the effectiveness of the marketing efforts

- How did you hear about UTEP's TPW Certificate program?
 - o Friend
 - o Professor
 - o Academic advisor
 - o Campus career counselor
 - o UTEP email
 - o Campus Announcements
 - o Search engine
 - o Other:
- What influenced you most to further investigate the program?
 - o List of courses
 - o Online courses
 - o Job prospects for technical and professional writers
 - o Job positions available to technical and professional writers
 - o Other:
- Have you visited the program's website? Yes/No
- If yes, what was the primary reason you visited the website?

- Did you find what you needed?
 - o Yes
 - o Some
 - o None
- If you did not find any or all of what you needed, please tell us what information you were looking for.
- How easy was it to find the information on the website?
 - o Very Easy
 - o Easy
 - o Average
 - o Difficult
 - o Very Difficult
- What was your overall impression of the website?



- What is the likelihood that you will visit the website again?
 - o Very Likely
 - o Likely
 - o Unsure
 - o Unlikely
 - o Very Unlikely
- Please add any comments you have for improving the website. We welcome suggestions on specific areas for improvements, features you would like to see added to the site, and examples of what you consider good websites.
- Was the program's logo appealing to you?
 - o Very Appealing
 - o Somewhat appealing
 - o Not Appealing
 - o Add any comments you would like to share about the logo.
- What was your overall impression of the information you received about the program (via email or website visit)?

Note: 1= strongly disagree, 2= disagree, 3= agree to some extent, 4= agree, 5= strongly agree

	1	2	3	4	5
The information was clear.					
The information was interesting.					
The information on "Why Study TPW?" motivated me to apply to the program.					

The program description was appealing.

The admission procedure was easy to understand.

The list and description of faculty influenced my decision.

- How appropriate is the use of social media for the TPW program?

Note: 1= strongly disagree, 2= disagree, 3= agree to some extent, 4= agree, 5= strongly agree

1 2 3 4 5

Social media is integral to market the program.

Social media helps students stay connected to the program.

Social media builds a collaborative network with students.

It facilitates knowledge sharing.

It promotes distance learning.

It modernizes the program's image.

It provides quick updates for students.

Additional analytics

- Number of website visits
- Number of emails contacting the program director
- Number of Facebook fans
- Number of YouTube likes
- Number of Twitter followers
- Number of people that attend special events