

April 1, 2021

Melanie Lee Lockhart  
Public Relations Instructor  
Red River College

Dear Ms. Lockhart:

Enclosed with this letter is our proposal for the Communication Management post-graduate diploma program. The purpose of this proposal is to show the ways in which we can effectively communicate the launch of this program to specific audiences that are likely to be interested in the program, and to understand how to evaluate the effectiveness of our efforts along the way.

Our proposal contains information on who we need to target for the launch of the program, their characteristics, and how to reach them. Along with our target audiences, this proposal establishes our desired outcomes from our efforts, and how we will achieve them through the use of various promotional tactics.

Our proposed budget will allow us to account for both time and money spent on this project, while our deliverables show us what you will gain as a result of our efforts. The proposed evaluation in the final steps will allow us to determine how effective our efforts have been so that we can gauge steps moving forward after the promotional campaign.

Tactics enclosed in our proposal are likely to encourage our key publics to attend our event, which in turn is likely to lead to additional awareness and applications for the Communication Management post-graduate diploma program.

We would thoroughly appreciate the opportunity to work with you to create desire for, and to help the program awareness reach its fullest potential.

We will be reaching out to you within the next week; however we are available anytime to discuss any questions or concerns you may have regarding our proposal. You can find our contact information below if you'd like to reach out.

Thank you for creating this opportunity for us to quote on this project. We look forward to discussing the proposal with you.

Sincerely,  
Taylor Toews  
Creative Communications Student

Encl.

**COMMUNICATION MANAGEMENT  
POST-GRADUATE DIPLOMA PROGRAM  
PROMOTIONAL PROPOSAL**

Created For: Melanie Lee Lockhart

Created By: Taylor Toews

April 1, 2021

## **Executive Summary**

To effectively promote the Communication Management Post-graduate diploma program, we recommend using variety of targeted social media promotions, obtaining media coverage, and hosting an event on-campus.

In analyzing our key publics, we came to find that using specific social media platforms for our promotions will yield the best results. We recommend using platforms such as LinkedIn, Instagram, Facebook, and Twitter in order to gain the furthest reach among prospective students.

After thorough consideration of various promotional events, we recommend hosting a Grand-Opening of the Innovation Centre. This event is likely to draw in prospective students by offering appetizers, drinks, and contest prizes. It will be informative about the program by including guest speakers as well a first-look tour of the Innovation Centre. Prospective students will have to opportunity to socialize with other guests, alumni, and instructors to create buzz for the program while seeing its potential themselves.

All of these recommendations work together to create awareness for the program and are likely to push prospective students to apply.

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## **Purpose Statement**

This proposal outlines the strategy and communication we will use to promote the RRC Communication Management post-graduate diploma program, to attract as many prospective students as possible in the spring of 2021.

## Situation Analysis

The following is an analysis including both internal and external factors that can be used to promote the Communication Management post-graduate diploma program at Red River College.

### Strengths

The following strengths are internal factors that we can use to promote the program:

- With over four years of experience creating social media content and advertisements, I can create impactful ads/graphic designs to promote the program.
- The program will be located in the new Innovation Centre at the Exchange District Campus. We can use industry standard photography of the building in our advertisements to add desirability to the program.
- Program coordinators are already preparing for the possibility of required online learning due to COVID-19. We can promote this to show prospective students the program will be tailored to give them the best possible learning outcomes no matter how the material is delivered.
- I am currently a student in the Creative Communications program and can attest to the skills it has taught me already which makes me passionate about promoting this new opportunity. I also have a good understanding of one of the key publics.

### Weaknesses

The following weaknesses are internal factors that could hinder our efforts to promote the program:

- The Communication Management post-graduate diploma program is new and therefore doesn't have testimonials. In order to leverage this we can use testimonials from Creative Communications alumni to attest to the importance this program will have for future students.
- There are only 20 spots available in the program per year. We can promote this by showing prospective students they will have an intimate learning experience with more one-on-one time with instructors.
- Red River College does not currently have a large social media following. We can mitigate this by targeting our promotional efforts to platforms that Creative Communications alumni are likely to use such as LinkedIn and Twitter.

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## **Opportunities**

The following opportunities are external factors that we can use to promote the program:

- The campus is located downtown in a high traffic area. We can advertise the program both inside and outside of the school as well as throughout the downtown area.
- The Creative Communications program at Red River College has developed a positive reputation among the business community thus far. We can advertise the statistics of graduates that were hired out of the program and projected increased rates based on completion of the post-graduate diploma.
- It may have been difficult for many to find work during the pandemic. We can direct them to our program and its means to make graduates more competitive and promotable.
- Many Creative Communications alumni have LinkedIn and Twitter profiles from their time at Red River College. We can promote the program using these specific platforms to capture the attention of many prospective students.

## **Threats**

The following are external factors that could hinder our efforts to promote the program:

- Other colleges and/or universities already have established business education programs. We can focus promotion on the fact that this program is new, making it current and up-to-date.
- Many prospective students may already have full-time jobs and would need to quit in order to be involved in the program. We can mitigate this by promoting that the program is only one year, whereas others are likely longer, and could result in a higher paying job.
- Courses similar to the ones offered in this program is available at lower costs. We can focus our efforts to promoting the success of the Creative Communications program.

## Key Publics Analysis & Desired Outcomes

### **Primary Public**

Recent graduates of the Creative Communications program who majored in Public Relations or Advertising & Marketing and are open to change/growth in their career.

#### **Profile:**

*\*Profile characteristics are likelihoods, not absolutes*

- Live in Manitoba, preferably Winnipeg
- Between the ages of 20 & 35
- Annual income of at least \$40,000
- Graduated from the Creative Communications program in the last five years
- Open to furthering their education
- Looking to progress further in their career
- Tech savvy
- Levelled up as high as possible in current position
- Interested in the business aspect of their work such as investor relations etc.
- Had a positive experience in Creative Communications
- Enjoy learning about new opportunities
- Spend time on social media such as: Twitter, LinkedIn, Instagram, and Facebook

#### **Desired Outcomes:**

*\*All desired outcomes are to be fulfilled within this public before the final day to apply to the Communication Management post-graduate diploma program*

- Establish 40 per cent name awareness
- Obtain at least 100 Instagram followers on program account
- Gain no less than 50 likes on program Facebook page
- Achieve at least 25 positive comments on various promotional social media content
- Reach 150 program website visits
- Attain 30 email addresses from 'Learn More' forms included in promotional content

### **Secondary Public 1**

Public Relations or Marketing & Advertising professionals who did not graduate from the Creative Communications program but are looking to further their careers.

#### **Profile:**

*\*Profile characteristics are likelihoods, not absolutes*

- Working in Manitoba/Winnipeg
- Between the ages of 20 & 30
- Annual income of at least \$40,000
- Interested in the business aspect of their work
- Levelled up as high as possible in current position
- Enjoy learning about about the business industry
- Spend time on social media such as: Twitter, LinkedIn, Instagram, and Facebook



**Desired Outcomes**

*\*All desired outcomes are to be fulfilled within this public before the final day to apply to the Communication Management post-graduate diploma program*

- Establish 25 per cent name awareness
- Obtain at least 75 Instagram followers on program profile
- Gain no less than 50 likes on program Facebook page
- Achieve at least 10 positive comments on various promotional social media content
- Reach 100 program website visits
- Attain 20 email addresses from ‘Learn More’ forms included in promotional content

**Secondary Public 2**

Prominent figures/gatekeepers in the Communications industry who are willing to spread information about new opportunities within the industry.

**Profile:**

*\*Profile characteristics are likelihoods, not absolutes*

- Lives in Manitoba/Winnipeg
- Has a positive opinion of the Creative Communications program
- Keeps up with business-related news
- Enjoys passing on information about new opportunities
- Has connections within the communications industry
- Holds influence over those in the communications industry
- Spends time sharing information on Twitter, LinkedIn, Instagram, and/or Facebook

**Desired Outcomes**

*\*All desired outcomes are to be fulfilled within this public before the final day to apply to the Communication Management post-graduate diploma program*

- Establish 10 per cent name awareness
- Obtain at least 15 Instagram followers on program profile
- Gain no less than 25 likes on program Facebook page
- Reach 25 program website visits
- Attain five email addresses from ‘Learn More’ forms included in promotional content
- Obtain 10 social media shares/retweets of promotional content

## Strategy & Rationale

### *Action*

The main event we will host to attract applicants for the Communication Management post-graduate diploma program if COVID-19 restrictions allow is a Grand Opening of the Innovation Centre in the Exchange District Campus. The event will be held after work hours (7:00-9:30 p.m.) and will include guest speakers, a tour of the new building, appetizers, cocktails, and a contest. Tickets for the event will be available on the program website free of charge.

The night will begin at 7:00 p.m. with appetizers and cocktails provided by sponsors of the event; such as King's Head Pub as they have developed a relationship with the Creative Communications program. The cocktails will be created specific to and named after different Creative Communications specializations as a way to break the ice between guests and to create an opportunity to encourage guests to post photos and use curated hashtags. Signs will be posted at each bar table letting guests know that for every photo they use curated hashtags in, they will be entered to win a sponsored grand prize at the end of the night.

The cocktail hour will be followed by exclusive tours of the Innovation Centre starting at 8:00 p.m., given by a head of the program along with information on why the program came to be and what each space will be used for. We will focus on the space dedicated to this program specifically. Following the tours, there will be a Q & A with guest speakers at 8:45 p.m.

The guest speakers will be various Creative Communications alumni, and instructors for the program to answer any questions from guests as well as give testimonials of the success of the Creative Communications program.

The evening will end with more time for cocktails and mingling among guests for those who wish to stay longer. All program instructors will be present to allow for networking among guests and answering any questions. Before guests leave, they will be given program pamphlets that include statistics on Creative Communications graduates as well as any background information on the program and application requirements.

The day after the event, all guests who purchased a ticket will receive an email thanking them for their interest in the event and inviting them to apply for the program. The email will include links to application and portfolio information as well as the application form itself.

## ***Communication***

We want both our primary<sup>1</sup> and secondary<sup>2</sup> publics to attend this event. In order to promote this event to them, we will start out by building an online presence such as Facebook, Instagram, and LinkedIn accounts and using them to follow Creative Communications alumni/Communications professionals. We will also create a modern, up-to-date website for the program including any and all information on the program as well as links to the application forms.

Following the creation of online presence, we will create various social media posts promoting the event, using marketing tactics such as humour and digital media design to draw attention from our desired attendees. We would focus our promotions on the opportunity to be one of the first to take a tour of the Innovation Centre as well as receive a chance to win the grand prize at the end of the night. This is likely to show prospective guests that they get the most out of attending our event.

In addition to posting about the event, we will also create posts dedicated to the program itself and its many strengths. For example, some strengths we will advertise are the length being only one year, the past/present success of the Creative Communications program, and the programs readiness to be online if COVID-19 circumstances require.

We hope to earn media coverage for the program/event. We will send out news releases to various journalists specializing in writing coverage for new Winnipeg opportunities or business information. The news releases will contain information about all of the programs strengths as well as photos of the new Innovation Centre. The program will appeal to media because it is new, local, and unique being that it's only a one-year program.

To gain maximum reach to our primary public, we will also reach out to the coordinators of the Red River College social media platforms and request that promotional content for both the event and the program is either posted or shared on said platforms as well.

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<sup>1</sup> Recent graduates of the Creative Communications program who specialized in Public Relations or Advertising & Marketing who are open to change/growth in their career

<sup>2</sup> Public Relations or Marketing & Advertising professionals who did not graduate from the Creative Communications program but are looking to further their careers *or* prominent figures/gatekeepers in the Communications industry who are willing to spread information about new opportunities within the industry.

## Rationale

This event is likely to attract our primary and secondary publics by creating opportunities to win prizes, socialize with other guests and alumni, and have the first look at the Innovation Centre which immediately gives them something back for their time.

Our primary publics preferably live in Winnipeg and therefore are in the vicinity to attend without too much hassle. This event gives them a commitment-free opportunity to learn more about how the program can potentially change their career path as our primary publics are looking to do.

Utilizing social media platforms such as Instagram, Facebook, and LinkedIn, we are likely to reach our desired publics. For example, Creative Communications alumni will likely have created LinkedIn profiles during their time in the program and use the platform to stay up to date on industry news. Facebook and Instagram are also both platforms that both our primary and secondary publics are likely to use, making them ideal spaces to increase our reach. When utilizing these platforms we would create colourful, upbeat, and modern posts to capture the attention of our viewers. Some posts will include humour while others will remain informational in order to keep things balanced.

Using media coverage to promote the event will allow us to reach those of our primary publics who may have missed other messaging, or don't fall under the predicted social media specifics. It will also allow us to re-communicate with those who already heard of the program, but weren't interested enough the first time. Media coverage will also allow for further reach of those not included in our primary publics.

Hosting the event will allow prospective students to see that they would be studying in a brand new building with a space dedicated to their program. It would also give them the opportunity to network with other alumni/professionals and resolve any questions or concerns they may have regarding the program. It gives prospective students a place to come feel out the program and experience the community firsthand.

Including the contest will create excitement for the evening and act as a marketing tool to reach those who did not attend the event. By using the curated hashtags in posted photos, followers of the guests can click the hashtags that will bring them to our posts and social media accounts giving them the opportunity to learn more about the program as well.

Sending out the emails after guests have attended the event calls them to action if they haven't already gone to apply after the program. If the application process has slipped their mind, or they have been busy at work, it serves as a small reminder to apply and makes it easier for them to do so.

Overall, these promotional tactics are likely to bring members of our primary & secondary publics to our event; which is likely to encourage prospective students to take the leap and apply for the Communication Management post-graduate diploma program.

### Budget

Element	Hours	Cost
<b>Promotional</b>		
Creating website	15.0	\$200
Creating social media accounts	2.0	
Creating social media content	4.0	
Posting social media content	3.0	
Writing news releases	4.5	
Writing pitch emails	3.0	
Contacting RRC social media coordinators	2.0	
Promotional Subtotal:	33.5	\$200
<b>Event</b>		
Purchase decorations	2.0	\$150
Table set up	1.0	
Stage set up	1.5	
Decoration set up	2.0	
Greet guests	1.0	
Contest encouragement	4.0	
Invite guest speakers	3.0	
Contact sponsors	4.0	
Create contest signs	3.0	\$35
Create program pamphlets	4.0	
Print program pamphlets	1.0	\$40
Table take down	1.0	
Decoration take down	1.0	
Send follow-up emails	2.0	
Event Subtotal:	30.5	\$225
<b>Evaluation</b>		
Social media analytics	3.0	
Collecting survey data	2.0	
Assessing media coverage	3.0	
Evaluation Subtotal:	8.0	\$0
<b>Total:</b>	72	\$425

## **Deliverables**

The budget outlined in this proposal is subject to the following assumptions:

Red River College Creative Communications students will provide:

- All graphic designs, written work, photography, videography, and project management outlined throughout this proposal
- Full rights to graphic designs, photography, and videography taken for this project
- Any client changes requested up to 30 days before the event takes place
- One final proof of event plan including all details (budget, schedule, sponsors etc.)

*Please note:* The budget may shift as client changes are made; notice will be given in advance.

Communication Management post-graduate diploma program will provide:

- A statement of desired outcomes from the promotional plan and event
- Guest speakers (future instructors, head of programs etc.) for evening of event
- Biweekly meetings between our head of promotions and an appointed Communication Management post-graduate diploma program member to discuss progress
- Access to the Innovation Centre for photography, videography, and the proposed event
- Feedback on desired changes or approval of proposed items within two business days

## Evaluation

*\*Please note: numbers used below are interchangeable between Primary & Secondary Publics. The same measurement techniques will be used for duplicate desired outcomes among publics.*

### ***Measuring against desired outcomes***

Desired Outcome: “Establish 40 per cent name awareness”

Measurement: I will create a survey including questions regarding knowledge of the Communication Management post-graduate diploma program, past education, and current career goals to social media sites such as LinkedIn, Instagram, Twitter, and Facebook.

Desired Outcome: "Obtain at least 100 Instagram followers on program account by the end of promotional campaign”

Measurement: I will use the program Instagram account to track new followers starting from the creation of the account up until the end of the promotional campaign.

Desired Outcome: “Gain no less than 50 likes on program Facebook page”

Measurement: I will use the program Facebook page to track new likes starting from the creation of the account up until the end of the promotional campaign

Desired Outcome: “Achieve at least 25 positive comments on various promotional social media content”

Measurement: I will use all program social media accounts to track comments and their attitudes towards the program from the creation of the account up until the end of the promotional campaign.

Desired Outcome: “Reach 150 program website visits”

Measurement: I will use website analytics to track how many visits the site gets from its creation until the end of the promotional campaign. I will also have a survey on the homepage of the website asking questions about how viewers found the website, past education, and attitudes toward the program.

Desired Outcome: “Attain 30 email addresses from ‘Learn More’ forms included in promotional content”

Measurement: I will use forms that allow me to track the obtained email addresses and track all incoming email address submissions from the beginning of the promotional campaign until the end.

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Desired Outcome: “Obtain 10 social media shares/retweets of promotional content”

Measurement: I will use program social media accounts to track and record shares/retweets of promotional content from the creation of the accounts until the end of the promotional campaign.

### ***Measurement of tactics and communication effectiveness***

To determine the effectiveness of my communication efforts, I will:

- Research any/all media coverage on the program and program event and review whether overall attitudes were positive
- Track how many guests attended the event
- Request program application numbers from the course coordinator following the promotional event
- Use social media analytics to track how many times our promotional content was viewed, commented on, and shared from the beginning of the campaign until the end
- Release a survey on various social media platforms (Facebook, LinkedIn, Instagram, Twitter) to obtain information on overall knowledge of the program, how said knowledge was obtained, and overall attitudes toward the program itself