MARKETING PLAN

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**Marketing plan**

**Mission**

MedEd/CHC provides students with quality educational experiences and world-class support services to enable their students to compete and excel in their academic degrees.

**SWOT Analysis**

SWOT analysis is a technique that is used in strategic planning. SWOT analysis can be used to enable MedEd/CHC to identify its strengths, weaknesses, opportunities, and threats. After identifying its various factors that may influence its ability to achieve its goals, the organization can develop a strategy to push it to achieve its goals. SWOT analysis is a simple but potent and effective tool that can stimulate the success of an organization.

**Strengths** are the positive attributes that can enable MedEd/CHC to achieve their objectives. Strengths come from within the organization and can serve as the basis for continuous development. MedEd/CHC is equipped with a team of competent staff. The staff's quality ensures that the quality of service delivered to its customers is world-class. Once customers have been satisfied with the services they receive in MedEd/CHC, they are likely to return again, which may improve the organization's economic performance. MedEd/CHC has a pool of state of the art technologies. This modern machinery enables the institution to offer world-class education to its students. The organization also has a strong capital base. This allows it to make continuous development whenever there is a need.

**Weaknesses** are negative traits within an organization that can prevent the organization from reaching its goals. MedEd/CHC offers a limited choice of courses that students can choose to pursue. Many students may want to join MedEd/CHC, but since their interest is not part of the courses offered, they may opt to enter a different learning institution. MedEd/CHC does not have many branches. This means that students who can take classes in the organization have to be residents of the institution's area. Apart from that, MedEd/CHC does not engage in active and aggressive marketing. Lack of marketing has made only a few people know about the organization. Weaknesses should be reduced for MedEd/CHC to reach its goals.

**Opportunities** are presented by MedEd/CHC buy the environment in which it operates. If the organization can use its strengths to utilize opportunities, it can gain a competitive advantage. Hundreds of students graduate from high school every year. Each of these students is a potential customer for MedEd/CHC. The government has offered loans and grants to many organizations. MedEd/CHC can utilize these funds to gain a competitive advantage.

**Threats** are factors in the market that can reduce the profitability of a business. MedEd/CHC faces stiff competition from other institutions that offer the same courses. Every student that is admitted into competitors of MedEd/CHC a potential customer lost by MedEd/CHC. Technological advancements may make equipment owned by MedEd/CHC to be obsolete. This may lead to losses, and other institutions with the most recently developed equipment may offer services initially provided by MedEd/CHC at a cheaper cost. Weaknesses and Threats compute to weaknesses of an organization.

**Value Proposition**

MedEd/CHC will strive to ensure time and money-saving. MedEd/CHC will offer learners online learning. Online courses will allow students to access the courses from anywhere at any time. Students will not have to spend money on a fare to travel to the institution to access education. The program will lead to better retention compared to most traditional systems. MedEd/CHC will ensure consistency in the way its programs will be delivered to the students. Online learning will ensure scalability in the organization since an unlimited number of students can be admitted at any time, unlike in traditional systems where the classroom size will have to be considered.

**Marketing Mix**

Marketing mix refers to the set of actions that MedEd/CHC can implement to promote its brand in the market. MedEd/CHC will form partnerships with affiliate organizations such as hospitals to ensure it reaches out to as many people as possible. The organization will ensure it has a flexible schedule whereby students can apply for makeup classes in cases where they cannot attend the designated courses.

**PART 2**

The organization will strive to ensure money savings. The student will only pay for the services that they utilize. The new system shall incorporate rewards to encourage students to complete their fee payments on time. Online classes will ensure that students save their time since they will not have to go all the way to a physical class to access education. This time can be used in doing other constructive things. The new system, which consists of online learning, will offer more value for consumers since they will choose what they want to learn. As opposed to the traditional systems, with the new systems, if a learner misses a class, he/ she can access a recording of that class; therefore, he/she will not miss so much. Besides, students can access records and past papers done by other students who were pursuing a similar course. This will enable them to perform better in class. This system will ensure there is consistency in the way students learn. This system can also allow a teacher to identify unique preferences to a student and use them in teaching to ensure every student learns as much as possible.

Online communication is different from face to face communication because we cannot pick social cues that we can employ to improve the way we deliver our message (Philips and Young, 2009). Although there are no rigid rules that guide the way we are expected to deal with our consumers, some general things are expected of us from consumers. MedEd/CHC will ensure transparency in all its online dealings. Transparency will not necessarily involve putting all the operation details out in the open, but whatever will be displayed will be clear and very honest. Administrators of social media pages will make as much effort as possible to interact with consumers. MedEd/CHC's website will be updated regularly, and there will be twenty-four-hour support.

MedEd/CHC will consider online etiquette in all the content that it posts online. People tend to make assumptions based on the tiny things that they read online. The organization will hire professionals to help establish a strong first impression that can attract potential customers. The choice of words in posts and speeches posted will be aimed at showing prospective consumers that the company is a professional organization. This will minimize the risk of putting across an impression of arrogance or rudeness. Rules of etiquette that will be observed include respecting the customer's privacy, verifying facts, and dismissing rumors that are not true. Apart from that, IT personnel of MedEd/CHC will check and reply to messages promptly.

Lack of verbal cues in online communication can make the process of effective communication challenging. Most people tend to check gestures, tone, and facial expressions to understand that a certain message is meant to relay sarcasm or humor. Using the right tone in online communication can be a big difference. By ensuring the correct tone is used in touch, MedEd/CHC will ensure the audience gets the intended message. Different communication styles will be used depending on the content to be delivered. MedEd/CHC will deliberate effort to avoid sounding vague to its customers (Owen and Humphrey, 2009). All relevant details that may quench the curiosity of the customers’ will be provided to enhance credibility. Apart from that, MedEd/CHC will look to agreeing to disagree. Although the organization will look forward to getting support from the people, it will ensure that it appreciates that everyone can't agree with everything that is communicated. The organization acknowledges that critics may be essential to enable it to succeed.

The university web pages' theme will be bright to capture the attention of a visitor who has visited the site. Only the most essential information will be displayed on the landing page. Every piece of information that is unnecessary on the homepage will reduce the visibility of important information. Little essential information will be recorded to reduce the time a person will take before seeing something they are looking for. Relevant pictorials will be used to increase the aesthetic value of the website. The landing page will have a navigation bar at the top, which can drag and drop. Hyperlinks will also be utilized within the website to allow people to access additional information. MedEd/CHC will leverage Google OAuth for identity and access management. The person's log will influence the information available for consumption by a user in credentials. A landscape layout will be used on the website. This design will enable students to access the courses that they have been enrolled in with ease. They will not need to spend a lot of time navigating through the website to get the information they need (Philips and Young, 2009).

Apart from the official website, MedEd/CHC will make use of email marketing. Email marketing entails sending a commercial message through email to a group of people. Potential customers are identified, and an email is sent to them to market the organization's products or services. MedEd/CHC will use emails to send business requests and advertise the business. This method will be employed to establish trust between the organization and the consumer and promote brand awareness. The email market aims to acquire new customers and encourage new customers to buy new goods as soon as possible (Owen and Humphrey, 2009). MedEd/CHC will employ both direct mails and transactional emails. A customer event within a company usually triggers transactional emails.

On the other hand, direct messages can be sent directly to an individual to communicate a promotional message. MedEd/CHC will list potential customers, such as students, and send them direct promotional messages to promote the company brand. Sending commercial emails will serve as a way to retain customers. Students will feel that they are considered a part of the organization when they receive emails about the organization. This will boost their loyalty, and they will be motivated to stay within the organization for a more extended period.

References

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