

New Jersey City University School of Business

**Integrated Marketing Communication (IMC) Plan
for NJCU PRSSA**

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Integrated Marketing Communication

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CERTIFICATION OF AUTHORSHIP:

I certify that I am the author of this work and that any assistance I have received in its preparation is fully acknowledged and disclosed. I have also cited any sources from which I used data, ideas, or words, directly quoted, or paraphrased. This work was prepared by me specifically for this course.

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II. Executive Summary

The New Jersey City University Chapter of the Public Relations Student Society of America (NJCU PRSSA) is an organization committed to providing students interested in marketing and related professions with powerful portfolio building, leadership, and networking opportunities. The NJCU PRSSA chapter launched in 2019, becoming the 10th PRSSA chapter established at New Jersey City University. However, since the chapter was created, it has struggled with communication. Due to the pandemic, there have been some limitations when reaching out to students in the School of Business. During these times, the NJCU PRSSA has had fewer chances to interact and build connections with students because classes are being held virtually.

Overall, there is not enough awareness about the organization. Even though the organization has various benefits, students in the School of Business have no idea what the chapter is about. According to Vincent Casale, Vice-President of the NJCU PRSSA chapter, “The PRSSA chapter in our school is still not an official campus organization. It's brand new because we don't have enough people in our chapter. There is not enough awareness, so we need to get the word out a little more.” PRSSA chapter needs to raise awareness that an organization is right at the NJCU School of Business that provides great opportunities to NJCU students who join the chapter. There may be a higher probability of more students joining the chapter.

Membership benefits include exclusive access to internship/job listings for PRSSA members only; opportunities to obtain the Certificate in Principles of Public Relations, listen and engage with professional speakers in the field, access to professional webinars, publications, research; and ability to gain content through PRSSA's parent association (www.prsa.org). Also, there are many scholarship and leadership opportunities for students through PRSSA. There is a

chance to network and form relationships with a diverse group of peers and professionals across the country. For students who like competitions, there are opportunities to compete in national competitions to win cash prizes and gain recognition. One of the most important benefits includes gaining hands-on experience while developing Integrated Marketing Communication (IMC) plans for real-life clients, event hosting, and more.

If students can understand these benefits of the NJCU PRSSA chapter, they will be able to obtain some really good experience and good connections with professionals in the field. These great opportunities that the chapter offers translate into better jobs, better access to the latest industry news, and access to current trends within the industry. By becoming a member of this great organization, student members can differentiate themselves from others when applying for jobs and internships.

The NJCU PRSSA wants to become a successful chapter among students at the School of Business, especially those who are majoring in Marketing with any concentration and those majoring in Marketing-

the organization. These strategic solutions should portray the importance of being a member of

III. Research

Secondary Research

Content Analysis of NJCU PRSSA Website

Website Quality: Efficient

Website design: Optimal Design that adapts itself based on the device used.

Page speed: A: 92% (Clicks take 3 seconds to respond)

Link:<https://www.njcu.edu/academics/schools-colleges/school-business/departments/marketing/marketing-student-organizations>

Traffic Sources:

The website's overall performance is efficient, meaning that the website is well structured, it's easy to navigate, and provides meaningful information for viewers to access. In terms of design, the website is consistent with the NJCU branding colors. According to Google Analytics, the button and other features take 3 seconds to respond, meaning that the website is optimized. As a result, viewers can have a great experience when they visit the NJCU PRSSA website. Besides offering meaningful information about the chapter, the website also offers links for students to learn more about the organization. This also includes social media information for viewers to be more engaged with the organization's content and events.

In addition, the website provides its viewers with the contact information of one of the advisors in case they have any questions regarding the NJCU PRSSA chapter. However, the website is hard to find through the NJCU main website. This means that viewers must make

Content Analysis of NJCU PRSSA Flyer

The flyer on NJCU PRSSA is informative, especially to Marketing majors. In the beginning, the flyer is trying to persuade Marketing majors to learn more about the NJCU Public Relations Student Society of America (PRSSA). The flyer also includes many different memberships that students will enjoy as they become members of the chapter. In this case, the action plan is clear since it shows viewers a website to learn more about the chapter. It also provides the primary public who they must contact to join the NJCU PRSSA chapter. However, the flyer seems to target students interested in Public Relations. As a result, students majoring in related fields such as English, graphic design, and journalism mnng in

Content Analysis of NJCU PRSSA Social Media Platforms

1. Instagram

Name:	njcuprssa
Content Quality:	Efficient (Needs more Frequency)
Followers:	134
Following:	67
Posts:	8
Last Post:	March 2, 2021
Use of Hashtags:	Efficient
Engagement:	There's no engagement with the audience
Likes per Post:	5-20

To begin with, the bio in the profile is clear and concise, meaning that it mentions what NJCU PRSSA stands for. However, the link input there does not work. It is important in any social media platform to make sure that all links are working properly. In terms of quality, the content is efficient, but the administrator does not post as often as he/she should. It is important for any social media page to keep its followers engaged, especially if those pages want to attract more followers to interact and share the content posted. Another point to consider is that the likes and comments are not correlated with the number of followers that the page has. This means that there are many ghost followers, and there is a need to make the content more engaging. NJCU PRSSA content marketing needs to create a strategic approach focused on creating valuable, relevant, and consistent content to drive up engagement to attract more students in the School of Business to join the chapter.

2. Twitter

Content Quality:	Ineffective (Needs Work)
Followers:	33
Following:	46
Tweets:	10
Retweets:	10
Engagement:	There's minimal engagement with the audience
Last Post:	October 6, 2020
Likes per Tweet:	0-20

To begin with, the bio in the profile contains links directed to other Twitter pages, which is convenient for visitors, especially if they want to learn more about the organization. However, the link that is supposed to redirect viewers to Instagram is not working properly. Another point to consider is that content is not attracting new members due its lack of engagement. The tweets posted do not provide all the important key messages and benefits that need to be communicated with the primary public.

3. LinkedIn (Private Group)

Content Quality: Fitting for the platform

Members: 3

Engagement: Low due to the lack of new members joining the chapter

Content Analysis of Professional Campaigns

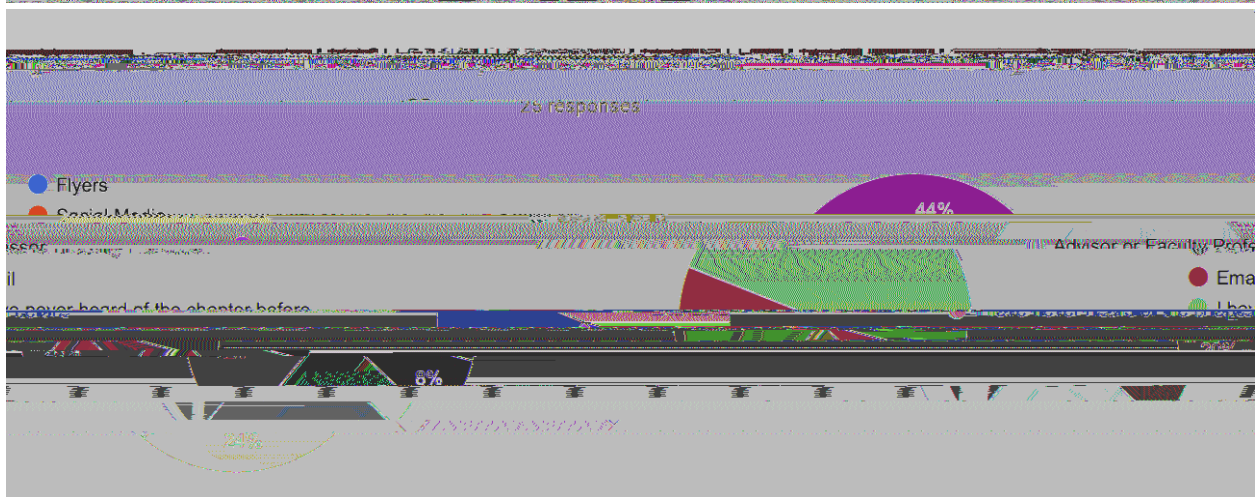
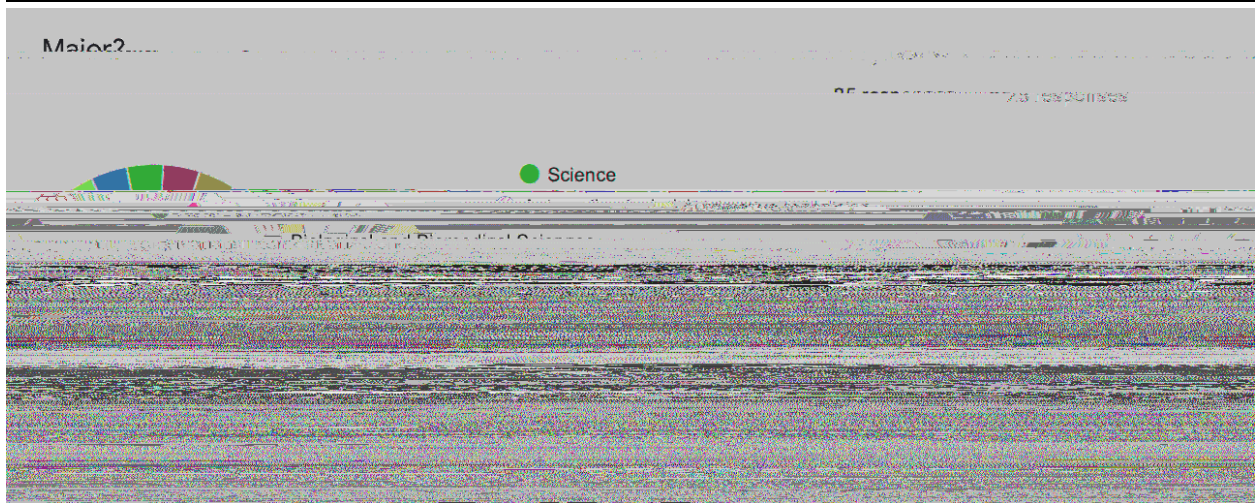
JUST 2 IT: The case was a success because it used a positive key message using numbers to attract the primary public to recall the key message and understand the importance of taking action on the issue. The NJCU PRSSA chapter can implement something similar in their different social media channels; the use of numbers may be ideal for the primary public to recall the key messages and join the organization. (Example, NJCU PRSSA 4 U!)

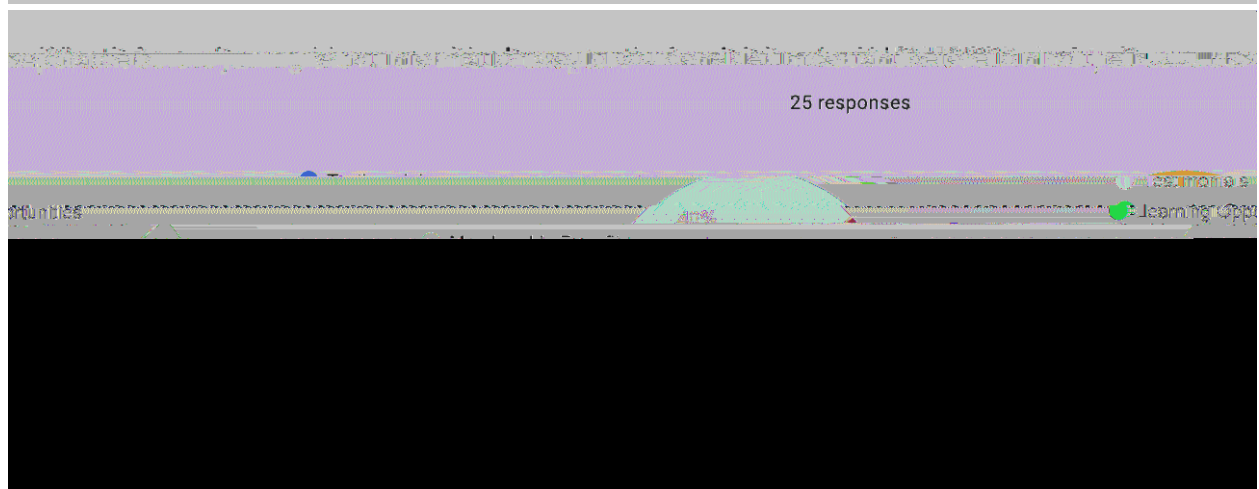
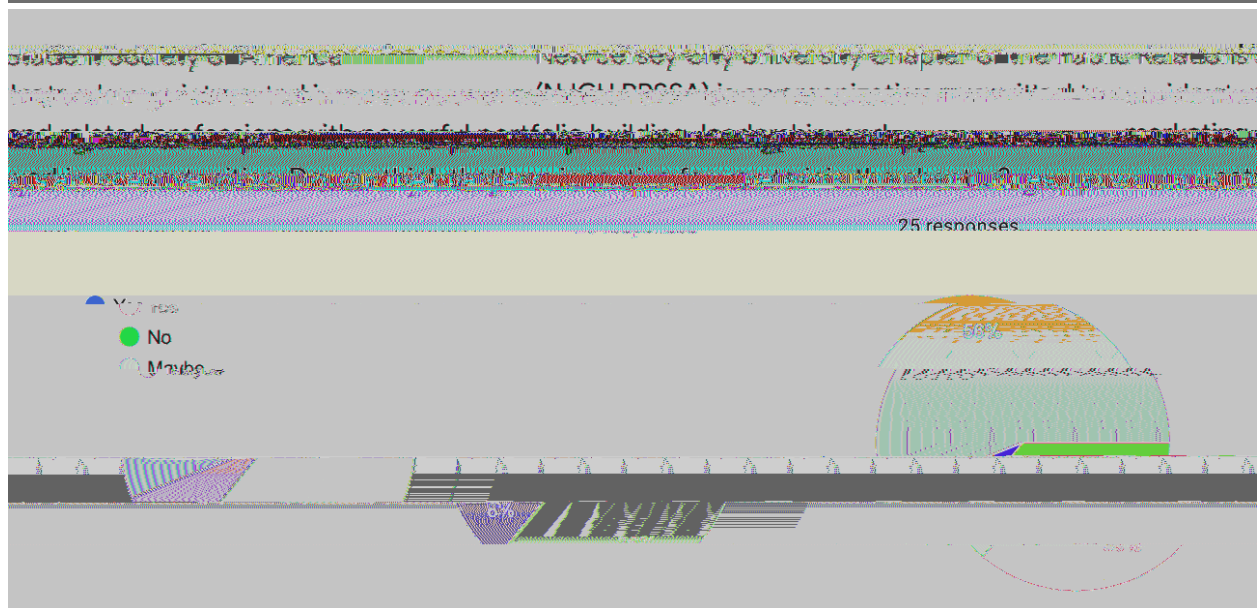
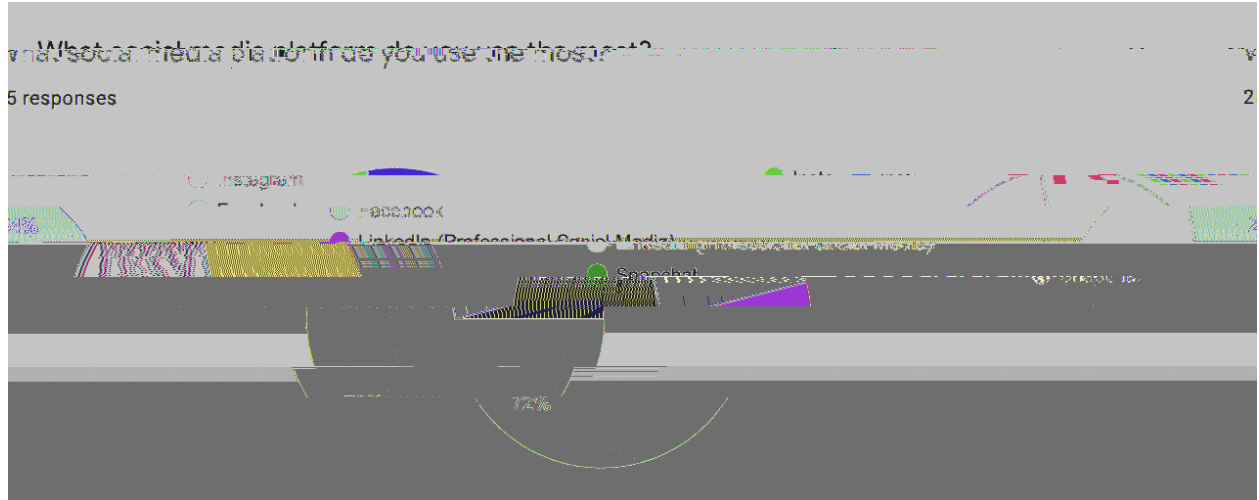
The Secret Sauce for the Cranberry's Social Media Win with Millennials: The case was a success because it used a creative strategy to engage the primary public into consuming their product. The NJCU PRSSA chapter can engage its audience using similar strategies. Once students are back on campus again, PRSSA can create informational events to inform the primary public about the trendiness and importance of joining the chapter.

Changing The Meaning Of "Organ Donor" Among Motorcyclists:

Survey

Several NJCU students were surveyed to determine how many students know about NJCU PRSSA and how many are interested in joining the chapter. Below are the results:





Conclusions:

- 68% of students surveyed are 20+ years old.
- 56% of the students surveyed are seniors, 24% are juniors, and 16% are sophomores.
- 24% of the students surveyed are majoring in English, 16% of the students are majoring in Marketing, 12% of the students are majoring in Accounting, and 8% of the students are

- 46% of the students surveyed have heard about the NJCU PRSSA either through social media, flyers, advisor, or faculty professor. On the other hand, 44% of the students have never heard about the organization before.
- Most of the students surveyed use Instagram as their primary social media platform.
- 56% of the students surveyed think that NJCU PRSSA benefits may be good incentives for them to join the chapter. 36% of the students think that the chapter offers great incentives for them to join the chapter.
- 44% of the students surveyed think that learning opportunities are the most important information they would consider before joining the chapter. 40% of the students would consider what membership benefits the offers before joining the chapter.
- 70.8% of the students surveyed are or may be interested in joining the NJCU PRSSA chapter.

SWOT Analysis

- The NJCU PRSSA chapter cannot participate in competitions and cannot take on additional clients due to their limited number of members.
- The NJCU PRSSA chapter name communicates that the organization is only for Public Relations students.
- There are 9 other campus chapters in New Jersey that may communicate and market more aggressively.

Opportunities

- The NJCU PRSSA chapter has the opportunity to increase its number of members when students get back to campus.
- The NJCU PRSSA chapter has the opportunity to participate in competitions and gain more clients if their number of memberships increases.
- The NJCU PRSSA chapter has the opportunity to expand its reach via campus media to students majoring in Marketing-related fields such as English, graphic design, and journalism.

Threats

- Since courses will offer a hy-flex option, there is a risk that NJCU students will stay at home during the Fall semester. This may limit outreach efforts.
- If the NJCU PRSSA chapter does not increase its number of members, the chapter will not be able to participate in any competitions during this year.
- If the NJCU PRSSA chapter does not increase its number of members, the chapter will not be able to take on more clients during the next few months. This means that students' opportunities to get real-life hands-on experience will be reduced.

IV. Planning

Business Goal:

- To increase the number of memberships in the NJCU PRSSA chapter by 45 percent by the end of the year.

Communication Goal:

- To raise awareness in the School of Business community about the overall benefits of being a member of the NJCU PRSSA chapter in order to ensure growth within the organization and enhance employment opportunities for members post-graduation.

Target Audience

Primary Public:

- NJCU students who are majoring in Marketing with any concentration and those



V. Implementation

Tactics

Objective 1: To increase social media engagement between the NJCU PRSSA chapter and the primary public by 15% by the end of the year.

Tactics to Help Meet Objective 1:

Hold Live Q&A Sessions in Instagram:

- In any social media platform, it is important to keep the audience engaged. By doing live video sessions on Instagram, it will create more buzz which will help NJCU PRSSA to have more presence in social media. During those sessions, an expert can have a live conversation and answer any questions/concerns that the students who are interested in joining the chapter will have.

Specifics:

- Bring a guest speaker to the Q&A Live Session to create more anticipation for the event.
- Draft a press release to tell the Gothic Times/other campus media about the session.
- Create posts on all social platforms where the chapter is present, announcing that there will be a Q&A live session.
- Make a list of potential questions for the target audience
- In case, no one asks any questions, bring an NJCU PRSSA member to ask questions as a guest of the event.
- Respond to every question that was asked (The primary public will see that the chapter cares about them)
- Send a follow-up email to the audience with a summary of the event.

Share video stories based on personal experiences of past members of the NJCU PRSSA chapter.

- NJCU PRSSA marketing content needs to be valuable and relevant to attract more students in the School of Business to join the chapter. It is important to consider that
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member relates his/her story of success in social media, then the primary public will have more trust in joining the organization. This will make the audience aware that the chapter is really helping students be successful post-graduation.

Objective 2: To increase media coverage on PRSSA's exclusive membership benefits in campus media seen/read by the primary public by 15% by the end of the year.

Tactics to Help Meet Objective 2:

NJCU PRSSA Newsletter

- Use the NJCU newsletter to show the membership benefits that the NJCU PRSSA chapter offers to students such as opportunities to build up their resume, portfolio, improve their leadership skills, and networking capabilities enabling them to find jobs and excel in the workforce. Also, use the NJCU newsletter to promote the chapter by writing articles based on past members' personal experiences in the chapter. In addition, NJCU PRSSA can create an electronic version of the NJCU newsletter to reach the students who have decided to stay at home during the Fall Semester.

Host Informational Events

- Host informational events to explain to students what the NJCU PRSSA has to offer. It is essential to convince students that joining the chapter will be beneficial for their professional careers. This includes real-

Tips:

- Bring a guest speaker to the event.
- Hold contests to attract more students.
- Post flyers around the School of Business to engage more students into joining the chapter.
- Make sure to include NJCU PRSSA key messages on every flyer.

Objective 3: To increase recognition of the learning opportunities that the primary public will experience as they become members of the PRSSA chapter by 15% by the end of the

Tactics to Help Meet Objective 3:**Develop an Informational Brochure**

- This brochure should explain to students the benefits and learning opportunities they will have when they become members of the NJCU PRSSA chapter. For example, skills and benefits they can gain from joining the organization. These brochures should be handed out at school events such as Freshman Orientation or Open Houses. In addition, student members should give them out during their classes to their fellow classmates. In case the campus is not open, NJCU PRSSA can send emails to students promoting these flyers.

Branding Kit:

- Creating a branding kit will include information such as the organization's business/communication goals, NJCU PRSSA branding guidelines, logos, designs, strategy, press release templates, testimonials, and other relevant information to increase brand recognition. Presenting students with clear stories on all platforms and overall

appearance will create a higher value. Students should recognize the NJCU PRSSA brand

To determine if there was an increase in recognition of the learning opportunities that the primary public will experience as they become members of the PRSSA chapter by 15% by the end of the year.

- Conduct a survey to measure how well students in the School of Business are able to recognize the learning opportunities that they will have as they become members of the PRSSA chapter.
- Conduct a focus group to determine if students in the School of Business are able to recall NJCU PRSSA key messages.
- Conduct a survey to new members to perceive their reasons for becoming members of the NJCU PRSSA chapter.