

New Jersey City University School of Business

Integrated Marketing Communication (IMC) Plan for NJCU PRSSA

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Marketing Communication 332

Dr. Rennie

June 17,2021

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. I prepared this work specifically for this course.

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Executive Summary

New Jersey City University Chapter of the Public Relations Student Society of America (NJCU PRSSA) is the 10th established PRSSA chapter at a New Jersey university campus. NJCU PRSSA gives students majoring and/or minoring in marketing or a marketing-related field an opportunity to build a professional portfolio, leadership opportunities, scholarship opportunities, and networking opportunities with professionals in marketing and marketing-related fields.

PRSSA was created in 1967. It is the world's foremost pre-professional organization for college students interested in marketing and marketing-related fields. It is also an internationally recognized organization with over 300 chapters throughout the United States, Argentina, Columbia, Puerto Rico, and Peru.

NJCU PRSSA chapter is still a relatively new organization around campus that first launched in 2019-2020 academic year and then COVID-19 happened. Due to the COVID-19 pandemic, there was a lot of changes that the NJCU community had to endure. One of the changes was the switch to everything in-person activity on campus, including classes, became virtual. Due to everything being virtual, it created a communication problem. It made it harder for NJCU PRSSA to reach out to their primary public, especially with NJCU PRSSA still being a relatively new organization around campus. The organization had little to no chance to interact and build connections with students interested in marketing and marketing related fields. According to Vincent Casale, NJCU PRSSA Vice President, "there are students majoring in marketing and marketing-related fields that does not even know about NJCU PRSSA. When everyone was on campus it was easier to promote the organization by hanging up flyers in places our primary public would see them." Even with the difficulties NJCU PRSSA had reaching out to its

potential members, had to keep at least 10 members to form a chapter, NJCU PRSSA have at least 20 members currently.

With in-person interaction becoming normal again and students coming back to NJCU campus for the 2021-2022 academic year, this is an opportunity for the NJCU PRSSA to relaunch and become an established campus organization. Leaders of NJCU PRSSA now have a bigger outreach, the ability to build personal connections and more ways to reach out to students interested in marketing and marketing-related fields since COVID-19 started. The leaders of NJCU PRSSA wants to communicate the message that by joining NJCU PRSSA potential members would differentiate themselves when applying for internships and jobs.

NJCU PRSSA wants to become an established successful student organization among students and wants students to know how joining NJCU PRSSA can benefit them, especially students majoring and/or minoring in marketing and marketing-related fields. Reaching out and engaging with their primary public is a significant communication problem that NJCU PRSSA faces. The organization has the social platforms to reach out to its primary public but lacks engagement with the primary public through the social platforms. The Integrated Marketing Communication (IMC) plan's main purpose is to provide a communication goal and objectives that are measurable and can be reached with strategic tactics to help NJCU PRSSA communicate with its primary public more productively. This plan is going to help NJCU PRSSA send strategically targeted messages and engage with the primary public through social platforms about the benefits and value of becoming a member of this organization. With the help of a strategic marketing communication plan, NJCU PRSSA will continue to grow as a campus organization.

Secondary Research

Website Content Analysis

- Link: <https://www.njcu.edu/academics/schools-colleges/school-business/departments/marketing/marketing-student-organizations>
- On the website, NJCU PRSSA does a good job of identifying the primary public (students interested in marketing and marketing-related fields) and it also informs readers that NJCU PRSSA is not only intended for students interested in Public Relations, marketing, or marketing-related fields but all students are welcome to join no matter what their major is.
- The website also does a good job of providing potential members of some benefits they will get from joining NJCU PRSSA and provides a link to prssa.org for potential members can learn more about PRSSA.
- The website design is basic, has a picture of what assumes to be members of NJCU PRSSA, and it basically replicates the same design that njcu.edu website displays.
- On the website, NJCU PRSSA shares one page with another student organization called NJCU Chapter of the American Marketing Association (NJCU AMA).
- A major problem that the NJCU PRSSA website has is that their little section on the website lacks information. It states the social platforms NJCU PRSSA are on, along with their username, but there is no link where a potential member can click to view the pages of the social platforms directly from the website. Viewers are more likely to view the social media page from clicking the link on a website while viewing the website than

they are to go type in the username on their social media search bar.

Join the conversation at LINKED IN: NJCU PRSSA; INST:
@njcuprssa; TWITTER: @njcuprssa
NJCU PRSSA Faculty Advisor: Kathleen Donohue
Rennie, PhD, APR, Fellow PRSA, KRennie@njcu.edu

- Another problem that NJCU PRSSA website has is that in their section of the website, there is no instruction on how to become a member, there is no information about when and where are NJCU PRSSA meetings, and there is no information about the fee you must pay to become a PRSSA member. That information is very crucial for potential members viewing the website trying to learn more about NJCU PRSSA. There should be a questionnaire on the website that students can fill out if they are interested in joining the organization, which can help NJCU PRSSA know who to send information to.
- Compared to other NJ Universities PRSSA chapters, NJCU PRSSA does not offer as much information on their website. As the organization grow and get older there will be more added to the website, like clients NJCU PRSSA worked with, student testimonials, events, projects, and more.

Social Media Content Analysis

Instagram

- Username: @NJCUPRSSA
- Followers: 134
- Following: 67
- Average Likes per post: 11.6
- Post: 8
- Engagement: NJCU PRSSA Instagram really only have one post engaging with their public and that was the \$50 Amazon Gift Card giveaway post, which participants must follow NJCU PRSSA on Instagram, tag a friend and register for *Got Marketing*. That was a great idea, especially as a startup program, to use a giveaway as an opportunity to gain more followers and expand the organization’s outreach. Other than that post NJCU PRSSA does not engage with the public through Instagram. One example is when a user on Instagram commented “Hi! I would like to join!” and did not get a response. That can be a potential member lost due to the lack of engagement and activity.



- Instagram Bio: In their Instagram Bio, NJCU PRSSA lets their public know what the acronym NJCU PRSSA stands for. It also displays a zoom link for a ‘General Meeting.’ It lacks information about what day(s) and time that the ‘General Meeting’ will be held leaving their public confused. Also in NJCU

PRSSA Instagram Bio is a highlight tactics they used to promote *Got Marketing 2020*, an event NJCU PRSSA co-hosted, but lacks any highlights from the actual event, which was probably hard due to the event being held virtually.

- Instagram Activity: NJCU PRSSA is not consistent when using hashtags when posting. Only half of their posts on Instagram contains hashtags. They lack strategic usage. As an organization, we must come up with specific hashtags we use every time we post, becoming more consistent with hashtags use on post. Also, NJCU PRSSA does not have a set schedule when it comes to posting. It is like NJCU PRSSA makes a post on Instagram once every two months. In order to keep their public engaged on Instagram when the 2021-2022 academic year starts, NJCU PRSSA must post multiple times per week and use the story posting features daily (polls, questions, videos, pictures).

Twitter

- Username: @NJCUPRSSA
- Followers: 33



- Following: 46
- NJCU PRSSA Twitter account is more active than their Instagram account, posting or retweeting 22 times, but both still lacks social engagement with their public through these social platforms. Their Twitter account is also inconsistent with hashtag use and lack a strategic

plan for hashtag use. The pandemic could be a reason for the lack of social engagement

through these social platforms being that when the pandemic first started NJCU PRSSA was just launching. With things returning back to normal for this upcoming academic year, it will be easier to connect and engage with their public.

LinkedIn

- Username: NJCU PRSSA
- People connected with page: Three
- NJCU PRSSA have about 20 members apart of their organization but only three members are connected with the organization page. The organization must encourage members to create a LinkedIn account and connect with NJCU PRSSA page.

Content Analysis of Best Practices

- Rabia Fayyaz's and Maria Sanchez's NJCU eSports IMC Plan
 - Gave great insight on how to successfully and effectively write an IMC Plan.
- "Just 2 It"
 - Gave great insight on how to target primary public. The key to successfully targeting the primary public is to put up information in places the primary public are most likely to be at.
- Website Analysis of other PRSSA chapters in New Jersey
 - Although the other PRSSA chapters in New Jersey website does not inform students that PRSSA is not only for Public Relations students, it does provide students a lot of information about their perspective PRSSA chapter. Many of the chapters have their own website where the viewer can click different links to view

different material (for ex: PRSSA meeting times, FAQ, About PRSSA, how to join PRSSA, Contact, etc.).

- For the other PRSSA chapters that does not have their own website and share a website with other organizations, they provide links you can click to find more information about their PRSSA chapter or a link that leads straight to one of their social media pages,
- Social Media Analysis of other PRSSA chapters in New Jersey
 - The other PRSSA chapters in New Jersey keep their primary public engaged on social media by posting flyers containing information about their PRSSA meetings/workshops, creating posts wishing their followers ‘Happy Holidays’, creating ‘Getting to know the E-board’ posts, posting pictures of meetings with guest speakers and members, and posting pictures and information about the trips that perspective PRSSA chapter have held.

Primary Research

Interview with NJCU PRSSA Vice President Vincent Casale

- During the interview, Casale states that NJCU PRSSA main goal for members is to provide them with hands-on experience in marketing and marketing-related fields. Also, for members to build long lasting connections within the PRSSA community, which ranges from an advisor to a peer member to a professional in a marketing marketing-related field.
- NJCU PRSSA wants to continue to grow as an organization by getting more student members.
- Casale also discuss how the pandemic changed things. Before the pandemic, it was easier to connect and communicate with the primary public about why they should join NJCU PRSSA. When the pandemic first started NJCU PRSSA was still a startup organization that many students interested in marketing and marketing related fields did not and still do not know about. Now with students returning to campus for the upcoming semester it gives NJCU PRSSA a chance to relaunch, improve on certain things and broaden its outreach.
- Not an official campus organization yet, which means no budget.
- Host a meeting once a month with guest speaker featuring a Q & A after the lecture, members are expected to attend. Guest speaker would be a professional in marketing or a marketing-related field.
- Wants to deliver a message that PRSSA was not specifically made for Public Relations students but made for all students, especially those interested in marketing and marketing-related fields.

- Benefits of joining NJCU PRSSA: access to publications directly through PRSSA website, access to internships exclusively for members of PRSSA chapters, scholarship, and leadership opportunities.
- Differentiate yourself when applying for internships or jobs by joining NJCU PRSSA, because joining this organization looks great on members' resumes.

Interview with two Golin employees, Matt West, Global Head of Training & Facilitation and Krystal Alegbeleye, Associate Director of Training & Facilitation

- Advertising and marketing are usually seen as the sole way to drive market share, but that is not the case anymore. Public Relations is starting to drive market share. Stats shows that organizations are shifting from traditional media to shared media platforms.
- 92 % of people trust recommendations from individuals, even if they do not know the person, over brands and organization recommendations. Hence, the key to growing market share or organizational growth is popularity. Organizations must earn their popularity.
- Organizations should avoid advertising but not media. 47 percent of consumers are blocking ads and 82 percent of consumers that is classified as Gen Z are also blocking ads.
- People are sharing and exchanging information and recommendations from over 7 different social media accounts. American adults spend over 11 hours per day interacting with media. One of the biggest platforms on social media right now is Tik Tok. It is the

most popular social platform right now and is on track to hit 1.2 billion active users. The average age of Tik Tok users is between 18-29 years old.

- Brands that are not seen cannot not be brought. In other words, people cannot join organization they do not know about.
- Organizations does not have to spend a lot of money on ads to become popular. Tesla spent zero dollars on ads and is a very successful business, still tops automakers in organic engagement.

SWOT Analysis

Strengths

- Joining NJCU PRSSA looks great on members' resumes and gives members a chance to network and build connections with professionals in Marketing and related fields
- PRSSA is a nationally recognized organization and the most prominent professional organization for college students interested in Marketing and related fields
- NJCU PRSSA provides members with hands-on experience, opportunities to build professional portfolio, provides scholarships, and leadership opportunities
- NJCU PRSSA leads all NJ chapters in members who passed the Certificate in Public Relations exam
- Becoming a member of NJCU PRSSA gives members access to the PRSA Jobcenter and PRSSA Internship Center to find public relations employment opportunities all over the world

- PRSSA hold events to allow members from across the country to network, interact, and learn from/with each other
- An opportunity to work with a high profile client while competing in a case study competition

Weakness

- NJCU PRSSA lacks activeness when it comes to posting on social media platforms and social media engagement with its primary public
- Lack of awareness about NJCU PRSSA within the school community
- Lack of awareness about the benefits of being a member of NJCU PRSSA
- The PR in PRSSA may have students believe that this organization is only for Public Relations students
- Due to the lack of members, NJCU PRSSA might not be able to compete in PRSSA competitions
- Compared to others PRSSA chapters in NJ, NJCU PRSSA does not offer as much information about PRSSA on their website as the other chapters in NJ

Opportunities

- Students returning to campus gives NJCU PRSSA an opportunity to increase membership
- Opportunity to reach out to potential members through campus media with students coming back to campus

- The opportunity of having members recruit other members, as members and leaders are enthused about the organization and are campus leaders/influencers
- To engage and expand reach with the primary public by being more active on social media platforms

Threats

- Hyflex/COVID vaccine requirement might limit the number of students on campus, which will limit outreach
- Lack of having members might turn away potential members from joining
- Lack of knowledge about NJCU PRSSA
- Lack of members will limit the number of clients NJCU PRSSA will have, therefore reducing members opportunities for real work experience

Planning

- **NJCU PRSSA Business Goal:** To grow NJCU PRSSA by increasing student membership by 30 percent by the end of the 2021 fall semester.
- **NJCU PRSSA Communication Goal:** to inform all marketing and marketing-related majors about the benefits of joining NJCU PRSSA.
- **Primary Public:**
 - NJCU undergraduate students majoring and/or minoring in marketing or a marketing-related field
 - Incoming undergraduate students majoring and/or minoring in marketing or a marketing-related field
 - NJCU campus media (NJCU website, Gothic Times, School of Business website, social platforms)
- **Secondary Public:**
 - NJCU undergraduate students majoring in non-marketing related fields
 - Incoming undergraduate students undecided on a major
- **Communication Objectives:**
 1. To increase campus media coverage about the benefits of joining NJCU PRSSA by 7 percent by October 2021.
 2. To increase social media engagement between NJCU PRSSA and primary publics by 10 percent by the end of the 2021 fall semester.

3. To raise awareness to the primary public about the exclusive internships they can apply for as a PRSSA member by 5 percent by November 2021.

Key Messages

1. NJCU PRSSA provides members with great networking opportunities with professionals in marketing and related fields.
2. NJCU PRSSA members differentiate themselves when applying for an internship or job by being a member of a PRSSA chapter.
3. NJCU PRSSA is not only meant for students interested Public Relations, any student can join regardless of their major.

Strategies

1. To communicate and interact with students interested in marketing and marketing-related field and inform them about the benefits of joining NJCU PRSSA and how it can help them after college through owned media.
2. To spread NJCU PRSSA key messages, information, and activities via social media to keep public engaged through social platforms.

Implementation

Tactics to help meet communication objective one: To increase campus media coverage about the benefits of joining NJCU PRSSA by 7 percent by October 2021.

- Pitch NJCU PRSSA events and news to Gothic Times and other platforms via press release. The campus media outlets will determine if the press release information is newsworthy enough to publish. NJCU PRSSA cannot expect campus media platforms to post or write about the organization if they do not know any information about them. A backgrounder can also a tactic used.
- Enhance website. The website that NJCU PRSSA uses would be considered as a form of campus media. Need to add more information about organization, links where the public can click off the website to view more information and a link from the website that takes viewer directly to view NJCU PRSSA social platforms, a FAQ would be very helpful, and a mini questionnaire where students who are interested in joining can leave their contact information and questions if they have any.

Tactics to help meet communication objective two: To increase social media engagement between NJCU PRSSA and primary publics by 10 percent by the end of the 2021 fall semester.

- NJCU PRSSA can increase social engagement between them and their primary public by joining the biggest and hottest social platform out right now, Tik Tok. Tik Tok is on pace to hit 1.2 billion active users and with the right content and hashtag usage, NJCU PRSSA

outreach will get bigger and social media engagement will increase. 42 % of Tik Tok users are between the age of 18-29, which is the average college age. A Tik Tok user does not have to follow a page in order to see their content, Tik Tok put videos they think their perspective user is interested in on that user page. Some content NJCU PRSSA can put on Tik Tok to engage primary public can be: a day in a life of a NJCU PRSSA student, a day in a life of a NJCU PRSSA advisor, a day in a former NJCU PRSSA member currently working in a marketing or marketing-related field, or even a video of a typical NJCU PRSSA meeting. Using the right hashtags, NJCU PRSSA will engage with their primary public. Hashtags: #fyp #marketing #NJCU #NJCUSOB #NJCUPRSSA #AdvancewithNJCUPRSSA #prssa #adayinthelife

- Instagram: NJCU PRSSA can increase social engagement with primary public via Instagram by using the Instagram story feature. Using the story feature, NJCU PRSSA can engage with their primary public by using polls, having Q & As, and just posting anything about NJCU PRSSA or PRSSA in general on their story. A giveaway once every couple of months is a good way to engage with the public too, the giveaway post was the most engaged anyone ever been on the NJCU PRSSA Instagram page. Also posting on the timeline strategically with strategic hashtag use would be beneficial. The organization can post about the guest speakers they have coming in or even make it suspense by just providing different information about the speaker, they can also just post about generally PRSSA news too. Sharing other NJCU organizations' posts can be helpful, encouraging those organizations to reshare NJCU PRSSA post, which can reach new people. Hashtags: #dt #rp #marketing #NJCU #NJCUSOB #NJCUPRSSA #AdvancewithNJCUPRSSA #prssa

- Twitter: NJCU PRSSA can increase social engagement with primary public via Twitter by posting and retweeting more and a strategic use of hashtags. Have to use the same hashtags every post, be consistent. Twitter is a platform where users have to post a lot, usually short post, to keep their primary public engaged. Hashtags: #marketing #NJCU #NJCUSOB #NJCUPRSSA #AdvancewithNJCUPRSSA #prssa

Tactics to help meet communication objective three: To raise awareness to the primary public about the exclusive internships they can apply for as a PRSSA member by 5 percent by November 2021.

- Hang information flyers in places the primary public are most likely to be in: around NJCU School of Business and around the school's cafeteria, especially with students returning to campus. As NJCU PRSSA's Vice President Vincent Casale stated, "when everyone was in school, it was easier to spread information and one way the organization spread information was by hanging up flyers around the School of Business.
- Email professors teaching in marketing and marketing-related fields and ask them can they give the organization five minutes of their class time to speak to their class about exclusive internships students can apply for as a member of a PRSSA chapter, etc.
- Food is the key to people heart, in this case snacks. Set up an information table and offer student snacks if they put their name, email, and social media on a sheet. This is a way to get student's emails in order to send out blast emails with information about NJCU PRSSA, including information about the exclusive internships' students can apply for a member of a PRSSA chapter.

Evaluation

To determine if NJCU PRSSA increased campus media coverage about the benefits of joining NJCU PRSSA by 7 percent by October 2021.

1. Compare and contrast NJCU PRSSA media coverage before October 2021 and after October 2021.
2. Conduct interview with new members to determine if they found out more information about NJCU PRSSA through campus media platforms.
3. Track the number of inquires made about NJCU PRSSA through campus media platforms.

To determine if NJCU PRSSA increased social media engagement between NJCU PRSSA and primary publics by 10 percent by the end of the 2021 fall semester.

1. Compare and contrast the number of posts made using the hashtags #NJCUPRSSA and #AdvancewithNJCUPRSSA precampaign with the number at the end of the campaign timetable.
2. Form a focus group with former, current, and new members discussing their experience engaging with NJCU PRSSA via social platforms.
3. Track social media engagement, precampaign and post campaign. Track the number of followers, likes, comments, and shares and compare them. Can also use Twitter analytics to track performance and what needs to be done to improve.

To determine if NJCU PRSSA raised awareness to the primary public about the exclusive internships they can apply for as a PRSSA member by 5 percent by November 2021.

1. Create survey and send it out via blast email to students who gave NJCU PRSSA their contact information, to see if they know about the benefits of becoming a NJCU PRSSA member including access to applying to exclusive internships.
2. Conduct in-depth interview with different students majoring in marketing and marketing-related fields to see if those students know about the exclusive internships they can apply for as a member of NJCU PRSSA.
3. Create a focus group among students to discuss if they know the benefits of joining NJCU PRSSA, specifically the exclusive internships they can apply for.

Appendix



NEWS

FOR IMMEDIATE RELEASE

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NJCU MARKETING DEPARTMENT HOLDS MARKETING EVENT

February 17, 2021, Jersey City, New Jersey – The New Jersey City University Marketing Department will hold its *Got Marketing* event from 6 pm – 8 pm on Tuesday, October 5, 2021, at the NJCU School of Business in Downtown Jersey City [or zoom tbd]. *Got Marketing* is hosted by members of the NJCU Public Relations Student Society of America Chapter.

The third annual *Got Marketing* event, *Got Marketing* is intended for undergraduates and graduate Marketing majors, undeclared undergraduates, and potential undergraduate and graduate students.

“*Got Marketing* brings together undergraduate and graduate students to celebrate the Marketing major, learn career opportunities and network,” said Dr. Kathleen Rennie, APR, Fellow PRSA, chair of the NJCU Marketing Department. “This event celebrates the success possible after earning a Marketing degree from NJCU, provides current and potential students with an understanding of the content of a Marketing degree from NJCU, and strengthens networking between students, alumni, and faculty.”

Got Marketing features a brief discussion conducted by alumnus about the impact of a Marketing Degree. This will be followed by a panel discussion of three NJCU alumni, one working in each of the three areas of concentration offered by the NJCU Marketing Department (Digital Marketing, Marketing Analytics, and Public Relations). This panel will be facilitated by NJCU Marketing Professor Susan Williams.

- more -

NJCU Marketing Department holds Marketing Event

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More about Got Marketing is available at www.njcu.edu/marketing. Hashtags includes: #MajorInMarketingAtNJCU #NJCU #NJCUbschool.

The NJCU Marketing Department is located in NJCU's School of Business, which is located in Harborside Plaza 2 in Jersey City, New Jersey. The Marketing Department offers three areas of study: Digital Marketing, Marketing Analytics, or Public Relations. Marketing Majors must pick at least one area to study, while Non-Marketing Majors can minor in one of the areas of study. Learn more about the NJCU Marketing Department by visiting www.njcu.edu/academics/schools-colleges/school-business/departments/marketing.

PRSSA is one of two student organizations within the NJCU Marketing Department. It is the 10th PRSSA chapter established at a New Jersey university campus. NJCU PRSSA provides students who are interested in marketing and related professions with powerful portfolio building, leadership, and networking opportunities. For more information about PRSSA visit www.prssa.org or www.njcu.edu/academics/schools-colleges/school-business/departments/marketing/marketing-student-organizations.

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