

NEW JERSEY CITY UNIVERSITY
School of Business Marketing Department
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Section # 8302

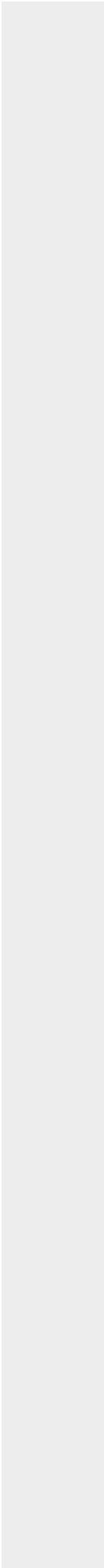
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Integrated Marketing Communications: NJCU PRSSA IMC Plan
June 17, 2021

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. This work was prepared by me specifically or this course.

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Executive Summary

New Jersey City University's Chapter of the Public Relations Student Society of America (NJCU PRSSA) is an organization that seeks to enhance students' education by providing opportunities to expand their network, build a robust portfolio, and develop their skills and traits through real-world experiences that will contribute significantly to their careers after graduation. NJCU PRSSA upholds top-of-the-line academic standards for students who are interested in marketing communications and related fields. Advocating the highest ethical principles, NJCU

be decreased. Considering that NJCU PRSSA was built in 2019, the student society is still new,

Research

Secondary Research

CONTENT ANALYSIS OF NJCU PRSSA WEBSITE

- <https://www.njcu.edu/academics/schools-colleges/school-business/departments/marketing/marketing-student-organizations>
- Website is easy to find via Google, as it is the first option to pop-up.
- Website provides a brief description about the organization but not enough information about how to join, current members, real-life work with clients, organization and member achievements, a photo gallery, member testimonials, past and future events, and other vital pointers that may be of use to interest possible recruits to join.
- Information about NJCU PRSSA can only be found in the marketing section of the school's website, while the description mentions that students of all majors are welcome to join. Due to the location of this information, only marketing students are in a position to be exposed to the organization.
- NJCU PRSSA does not have its own dedicated page on the school's website, rather it shares the page with another NJCU marketing organization (NJCU AMA), which may cause competition in recruiting members by deviating their attention away to the other organization.

CONTENT ANALYSIS OF NJCU PRSSA SOCIAL MEDIA CHANNELS

Twitter

- Joined February 2020
- Followers = 33

- Following = 46
- Tweets = 23
- Date of the most recent tweet = October 6, 2020
- Faculty Advisor Kathleen Rennie is noticeably active with retweets, sharing of resources and other events and accounts. Although, there are no tweets from current NJCU PRSSA student members except for one reply (that did not receive further engagement).
- Upload schedule is not apparent
- About section does not convey key messages about the organization and link to the organization's website.
- Interaction and collaboration with professional Rosemary Ostmann @RoseComm was a smart move. These efforts should be continued to strengthen NJCU PRSSA's

- Following = 67

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- The Become a Member page provides 7 FAQ's and information about weekly meetings and membership fees.
- The News Page displays an error with no additional content.
- The Events + Photo's page displays a calendar and photos taken during hosted events.
- The Content page provides an email for questions and concerns as well as a text box to submit a message straight from the Montclair PRSSA website.
- At the bottom of the website, Instagram is the only social media listed.

CONTENT ANALYSIS OF RUTGERS'S SCARLET PR WEBSITE

- <https://rutgersscarletpr.wixsite.com/scarletpr>

This website is dedicated to Rutgers's student run and founded PR firm. The firm serves PR needs of local business and clients through social media marketing, content creation, and general consultation. Throughout the Scarlet PR website, key messages of being a member of the Rutgers PRSSA chapter are conveyed alongside the firm's goals and missions. Students are provided real-world experience while also having the guidance of skilled professors, granting members the ability to deliver outstanding public relations-related services.

CONTENT ANALYSIS OF RUTGERS PRSSA CHAPTER SOCIAL MEDIA CHANNELS (TWITTER AND INSTAGRAM)

Rutgers Twitter

- Followers = 544
- Following = 261
- Tweets = 1,333

- Utilizes Instagram to provide members and other Rutgers students resources and information about workshops (mock interviews, meeting reminders, meeting recaps, and tips for interviews and scoring yourself a job). This makes it easy for students to stay up to date with important events taking place within the school and keeps users constantly engaged.
- There are posts that celebrate Rutgers PRSSA members and their achievements, which acts as a great way for new and interested recruits to get an idea how joining the organization can beneficially position them for the future.
- A Linktr link is attached in the bio with different tabs that the organization uses to provide information (social media accounts, a sign-up link for mock interviews, zoom meeting links, a link to the student-run PR firm, Scarlet PR).

CONTENT ANALYSIS OF PROFESSIONAL IMC PLANS

- “The Secret Sauce for the Cranberry’s Social Media Win with Millennials”
This case

- “Haagen-Dazs loves honeybees: let’s lick this problem”

HD’s effort to conduct extensive research allowed the brand to uncover a problem that no other business had addressed, presenting a huge first-mover opportunity. An emphasis on research played a significant role in the success of this campaign, for it helped HD identify a cause that many people should be concerned about and aware of. This IMC plan also demonstrated the importance of the execution portion of the plan. Given that HD is a multimillion-dollar brand, they have the ability to incorporate several outreach tactics that help to spread awareness about the cause in connection to the HD brand.

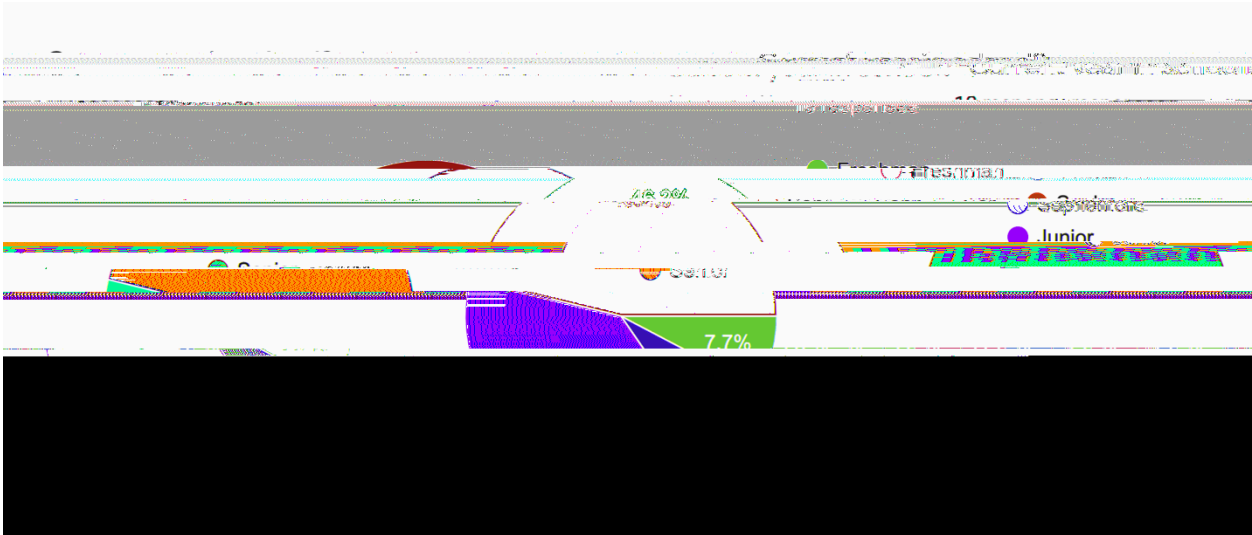
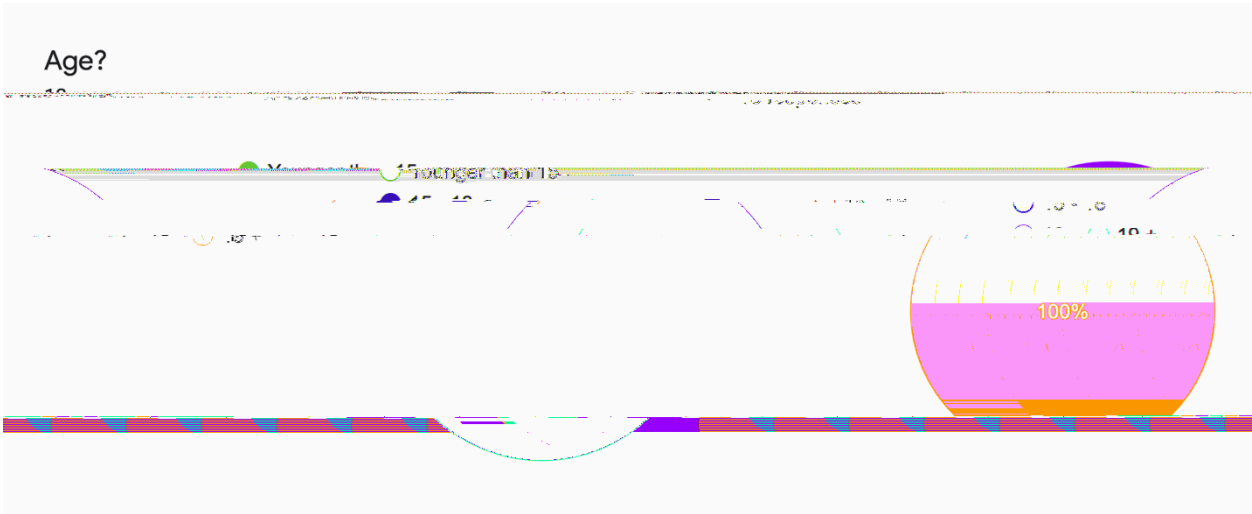
Primary Research

IN-DEPTH INTERVIEW WITH NJCU PRSSA VICE PRESIDENT VINCENT CASALE

- NJCU PRSSA is part of the global organization, Public Relations Society of America (PRSA).
- The NJCU PRSSA chapter launched in 2019 and is the 10th campus chapter.
- Every chapter has a faculty advisor (Dr. Kathleen Rennie, APR, Fellow PRSA) and a professional advisor (NJCU PRSSA has two: Ashley Manz, APR and Irene Maslowski, APR, Fellow PRSA).
- Business Goal is to increase the number of NJCU PRSSA memberships and provide members with real-life experiences in marketing and related fields, make long-lasting connections, and deliver access to all other membership benefits that will contribute significantly to those pursuing careers in marketing and related fields.
- Communication goal is to increase awareness of the NJCU PRSSA chapter career-enhancing benefits the organization offers members.

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SURVEY WITH PRIMARY PUBLICS





- 84.7% of survey respondents are upperclassmen, indicating that upperclassmen are

- Respondents to the question inquiring about what information would be helpful in determining a student's decision in joining NJCU PRSSA resulted in an array of suggested materials. With information about benefits, type of events (workshops, activities, and networking opportunities) held for members, and member testimonials being the most suggested materials, it is evident that students will be more inclined to join NJCU PRSSA if there is available information that helps paint an idea of how they will see themselves benefitting from being part of the organization.
- With 72.8% of survey respondents claiming that there is not a lot of easily available information about the organization as well as how to join and who to contact, NJCU PRSSA is in a position to grow tremendously once a strategic communication plan is in place.

SWOT ANALYSIS

Strengths:

- The NJCU PRSSA chapter can communicate to primary publics that the PRSSA is an internationally recognized organization through the parent company PRSA. NJCU PRSSA is granted the support by PRSA, which is the nation's leading professional organization serving the communications community and is the world's largest association for PR. The high-ranking reputation and close association to PRSA gives recruits a prime reason to why joining the NJCU PRSSA chapter will lead to enhanced education and a multitude of career and networking opportunities, for both students and professionals.

- NJCU PRSSA co-host's the Got Marketing? event every year which provides an opportunity to communicate information about NJCU PRSSA, this strengthens exposure of the NJCU PRSSA organization, as well as gain a good reputation in the organization's proactiveness in NJCU's School of Business events and activities.
- NJCU PRSSA features a guest speaker who is a professional in the field every month, which is a benefit to NJCU members, as the speaker can provide networking opportunities and connections
- NJCU PRSSA has social media accounts on the most ideal social media accounts that would be best in targeting the primary audience: Instagram, Twitter, and LinkedIn
- Membership in the NJCU PRSSA chapter offers students real-life experience in strategic communication and development of IMC skills that can be used to enhance the resume, leading to many networking and job opportunities
- The NJCU PRSSA chapter can communicate that they lead in the number of students who have passed the Certificate in Principles of Public Relations exam in New Jersey

Weaknesses:

- The key message that NJCU PRSSA is suitable for all marketing majors and minors is not resonating well because "PR" is in the name, students think that it's an organization targeted only towards a career in PR.
- New content has not been posted on NJCU PRSSA social media accounts for publics to engage with. NJCU PRSSA last posted on their Instagram page on March 2nd and their Twitter account on October 6th
- NJCU PRSSA's Twitter posts do not receive much engagement with publics

- NJCU PRSSA’s LinkedIn “About this group” section does not offer much information about the organization and where to find additional information on how to join, inquiries, and contact information
- NJCU PRSSA’s page on the school website does not offer as much information about the overall organization compared to other university PRSSA chapters (specifically Rutgers and Montclair). Rutgers and Montclair provide information about specific fundraising efforts and achievements that their PRSSA chapter had contributed towards and received. Compared to NJCU PRSSA’s chapter, Rutgers and Montclair PRSSA chapters share information about how many members are in the organization, what to expect when joining (specific meeting days and times, and types of workshops provided to members) and additional information about their student-run PR firm Scarlet PR (Rutgers) and clients that they have worked with.

Opportunities:

- NJCU PRSSA is still a relatively new organization, leaving ample room for establishing itself and implementing more communications strategies
- The annual Got Marketing? event is a high-profile event that offers a space to increase word-of-mouth, earn attention, and prove value of NJCU PRSSA membership
- Increase in virtual communication technology (Zoom) provides accessibility and convenience for current and future members

Threats:

- PRSSA is not an official campus organization
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- NJCU PRSSA's failure to recruit more members will alter the number of real-life clients that members would have the opportunity to work with and gain marketing experience from

Planning

BUSINESS GOAL

- To increase the number of NJCU PRSSA memberships and provide members with real-life experiences in marketing and related fields, make long-lasting connections, and deliver access to all other membership benefits that will contribute significantly to those pursuing careers in marketing and related fields.

COMMUNICATION GOAL

- To increase awareness of the NJCU PRSSA chapter career-enhancing benefits the organization offers members.

Publics

PRIMARY PUBLICS

- NJCU students in the School of Business (freshman through senior level) who are majoring and/or minoring in marketing and are seeking to build their resumes, grow their network, and advance their experience profile
- Current NJCU PRSSA members who are active in taking advantage of PRSSA benefits and are in-tune with chapter events and communications via email and social media platforms

- Cultivate an authentic and personal relationship among existing NJCU PRSSA members via social media platforms and organization website to convey an approachable atmosphere.
- Intrigue students of all majors to seek more details on how NJCU PRSSA can benefit them and how to join.
- Promote NJCU PRSSA through current members to build a personal relationship

- b. Conduct a survey among primary publics that inquiries about that the benefits of membership in NJCU PRSSA and whether they recall this information from prior announcements and additional promotional efforts.
 - c. Track the number of primary publics that inquire about NJCU PRSSA throughout the Fall 21' semester and into Spring 22'
3. To determine if 5 existing NJCU PRSSA members are referring and encouraging recruits to join the NJCU PRSSA chapter by September 1st, 2021:
- a. Conduct a survey among current NJCU PRSSA members inquiring about their satisfaction with being a member of the organization to determine their willingness to share and forward information about the organization to others.
 - b. Track referral data to monitor where primary publics were referred from/ learned about NJCU PRSSA (i.e., personal online search, faculty, social media, NJCU PRSSA members).
 - c. Track the number of LinkedIn requests to join the group, as well as the number of new followers received on Twitter and Instagram, to determine the number of recruits interested in joining NJCU PRSSA

APPENDIX

SURVEY

1. Age?

Younger than 15

15 - 28

19 +

2. Current year in school?

Freshman

Sophomore

Junior

Senior

3. Major? Please specify your concentration if applicable. (Example: "Marketing with a concentration in Digital Marketing" or "Business Management with a concentration in Global Business" or "Marketing with a concentration in Public Relations"). If undeclared, type "Undeclared".

4. Have you ever heard of NJCU PRSSA? If so, where did you hear about this organization?

Flyers posted around the school

Online (Social media or website)

Email that has been sent to you

Someone informed you about this organization (A friend, professor, advisor, family member)

Other

I have never heard of NJCU PRSSA before

5. What do you know about NJCU PRSSA? Type "Nothing" if you do not know anything about the organization.

6. NJCU PRSSA is a student society that aspires to enhance members' education, build professional and peer contacts, and help launch their careers after graduation. What information would be most helpful for you in determining whether joining this

organization is worth it for you? (Some example answers may be: Member testimonials, videos and pictures of members, activities, and/or events, a FAQ's page, statistics regarding the level of achievement upon becoming a member)

7. If you have heard of NJCU PRSSA before, what has prevented you from becoming a member if you aren't one already?

I felt that I doesn't relate to my major

There isn't a lot of easily available information about the organization

I don't know how to join and who to contact

I am just not interested in joining