

MIMS INSTITUTE MARKETING PLAN

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AGENDA

Background on MIMS Institute

Marketing issue on the East Side of San Antonio

Strategy #1 – Advertising

Strategy #2 – College Fairs during school hours

Strategy #3 – Billboard along Houston St.

Conclusion

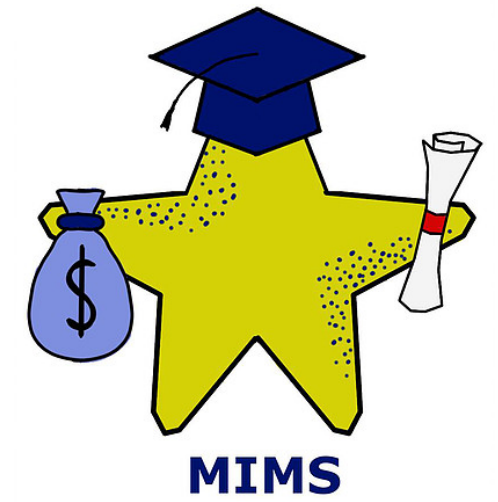
THE MIMS INSTITUTE

❖ Mission:

- ❖ Motivate Individual Minority Students to prepare for and apply to America's top national universities.

❖ Vision

- ❖ To help Emerging Leaders promote Academic Excellence in urban ZIP codes and underserved communities "...for the betterment of the quality of life."



MARKETING ISSUE

- ❖ On the East Side, more specifically the 78220 zip code community, there is a lack of postsecondary education advertisement.
- ❖ This poses the question of how the students are receiving their information if not at school or home.
- ❖ Through the aid of the MIMS Institute and various advertisements, it is the hope that 10% of Sam Houston students can attend a Tier 1 University.

STRATEGY #1 – ADVERTISING

- ❖ Advertise events and information at the popular local community hang-out spots around Sam Houston High School.
- ❖ Exposes students to information regarding postsecondary education while at school and during their own time.
- ❖ Receive permission from the respective establishments regarding advertisement in their business.

STEPS TO FLYER ADVERTISING

1. Create a target audience
2. Designing and creating the Ad
3. Setting a budget
4. Place of Ad
5. Reaching out to the audience

PRINTING PRICES

- ❖ In case printing at school is not an option, Office Depot provides optimal low pricing:
- ❖ 300 single sided, color pages at \$0.59 will cost the MIMS Institute \$177.



A poster for a College Fair. At the top left is a map of the United States composed of many small, colorful squares. To its right is a white sign with a black arrow pointing left and the word "University" in black text. Below these is a small image of a stack of books with the text "TIPS FOR APPLYING TO COLLEGE" underneath. The date "5/12/17 2-5" is printed in large white font, followed by a large dark blue asterisk. Below this, the words "COLLEGE FAIR" are written in large, bold, dark blue capital letters. At the bottom, it says "Brought to you by The Mims Institute" in small black text, followed by "FREE!!!" in large white font, and a final line of text: "This is a free event for students and parents to learn about different college programs, local AND nationwide."

5/12/17 2-5 *
COLLEGE FAIR

Brought to you by The Mims Institute
FREE!!!
This is a free event for students and parents to learn about different college programs, local AND nationwide.

TARGET SPOTS

❖ Businesses along W. W. White Road

- ❖ Lydia's Taco House
- ❖ El Rodeo Mexican Grill
- ❖ Family Dollar



STRATEGY #2 – COLLEGE FAIR

- ❖ No college fair at Sam Houston High School
- ❖ SAISD holds a district-wide college fair at Brackenridge HS

HOW TO PUT ON A COLLEGE FAIR

- ❖ Step 1: Determine a location
- ❖ Step 2: Schedule a date & time
- ❖ Step 3: Provide snacks and/or a meal
- ❖ Step 4: Determine an entrance fee (if any)
- ❖ Step 5: Send invites and promote the event
- ❖ Step 6: Confirm attendance
- ❖ Step 7: Fair volunteers
- ❖ Step 8: Ask for feedback



BILLBOARD CHECKLIST

- ❖ Step 1: Plan how to fund the billboard
- ❖ Step 2: Select a billboard location
- ❖ Step 3: Finalize the graphic
- ❖ Step 4: Contact Clear Channel
- ❖ Step 5: Finalize billboard contract



FUNDING OPTIONS

❖ Grants

- ❖ High School Completion (San Antonio Area Foundation)
- ❖ Impact San Antonio



PROTOTYPE



DO YOU KNOW WHERE YOU WANT TO GO?



VISIT [HTTP://ACADEMICEXCELLENCEMATTERS.COM](http://academicexcellencematters.com) FOR MORE
INFORMATION ON COLLEGE PREPARATION



CLEAR CHANNEL PRICING

- ❖ Given on a lease basis
- ❖ Different rates dependent on the area of town
- ❖ Optimal exposure

| | | | |
|-------|----------|------|--------|
| \$770 | \$9,240 | \$47 | \$2.42 |
| \$755 | \$13,583 | \$46 | \$2.37 |
| \$747 | \$17,926 | \$45 | \$2.35 |
| \$739 | \$22,176 | \$45 | \$2.32 |
| \$724 | \$26,057 | \$44 | \$2.28 |
| \$693 | \$33,957 | \$42 | \$2.18 |
| \$678 | \$41,334 | \$41 | \$2.13 |
| \$655 | \$47,779 | \$40 | \$2.06 |



CONCLUSION