UWI 2017 Marketing Communication Outreach Implementation Plan
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FAES 313: Special Topics Course (Summer, 2017)

Biography:

Melissa is a Liberals Arts Student in her final year of study at the University of McGill, whose interest are in marketing communications and East Asian studies. Melissa has several years' summer experience working in the Marketing department for one of Canada's largest Financial Institutions. Her minors in Communications and East Asian Studies have helped her discover her particular interest in the Asian Region. Melissa's Liberal Arts degree has exposed her to many texts and histories from a wide range of cultures, societies and different historical periods. Learning about new cultures and environments are what compelled Melissa to learn Mandarin while studying at McGill. During her third year, Melissa spent half the year studying in Hong Kong and travelling throughout China, where she was able to experience and engage in Asian culture upfront. Melissa's expertise in marketing and her strong global perspective inspired the University of the West Indies, China Institute of Information Technology's (UWI-CIIT) Marketing Communications Outreach project. Her knowledge of the Asian landscape and culture, combined with her interest in learning about new regions allowed her to create a compelling and engaging marketing and communications plans for the University's unique software engineering program. The project was executed remotely, and Melissa's report is directed to Dr. Anthony Fisher, the Executive Director of UWI China Institute of Information Technology, in Cave Hill, Barbados. With the help of Dr. Fisher, the outreach plan aims to link China to the Caribbean and the rest of the western world.

Overview:
The 2017 Marketing and Communications Plan (MCP) is designed to educate, create greater awareness and generate public support for the University of the West Indies (UWI) China Institute of Information Technology's (UWI-CIIT) unique B.Sc.

Software Engineering program. The target demographic of the Marketing and Communications plan is independent high school students in Toronto, Canada, as well as the education influencers (academic advisors and student counsellors) of these schools.

Program Specifics:

The UWI-CIIT was formed through an agreement between the University of the West Indies and the Suzhou Global Institute of Software Technology (GIST). The program entails a four-year curriculum, which enables students to spend the first two years studying at one of the three UWI Caribbean campuses (Cave Hill, Mona or St. Augustine) followed by two years studying in Suzhou, China, at the GIST. Following the four-year program, students are given the opportunity to participate in a six-month paid internship with a major Chinese Technology Company in Suzhou Industrial Park (known as Asia's "Silicon Valley"). During this half-year internship, students will develop their skill set and gain further real life experience working hand in hand with an innovative international technology company.

Programme Structure

YEAR	SEMESTER 1	SEMESTER 2
1 Spent at the UWI	• An Introduction to Computing I • An Introduction to Computing II • Mathematics for Software Engineers • Computing in Society • Research Methods for Software Engineers	• An Introduction to Object Oriented Programming • Software Engineering Essentials • Mobile Web Programming • Current & Future Trends in Computing for Software Engineers • Technical Writing for Software Engineers

2 Spent at the UWI	• Discrete Mathematics for Software Engineers • An Introduction to Software Engineering • Computer Networking & Security • Computer Systems Organization • Beginner Chinese Language, Culture & Society	• An Introduction to the Analysis of Algorithms • Object Oriented Design and Implementation • An Introduction to Requirements Engineering • Database Systems • Beginner Chinese Language & IT Business Environments
3 Spent at the GIST	• Software Modelling • Android Application Development I • Software Architecture • Web & Mobile Application Development I • Software Project Management	• Software Testing • Android Application Development II • Application Development for IOS Devices • Web & Mobile Application Development II • Formal Methods and Software Reliability
4 Spent at the GIST	Year 4 will comprise of practical training in Software Engineering and will include: • Courses in advanced Software Engineering • Entrepreneurship • Software Engineering Certifications and a Capstone Project	

Marketing and Communication Plan Objectives:

This plan serves as a guide for the University of the West Indies marketing and communications team and the University as a whole, as it seeks to build brand awareness and increase enrolment rate and academic profile. The communications plan integrates internal and external resources, various communication platforms, and public and media relations' support in order to accomplish these goals. The 2017 MCP includes an e-mail database of potential private schools, predominantly in the Toronto area, that the B.Sc.

Software Engineering programme should be distributed to. Selection of these private schools was based on independent research of high school associations within Canada as well as the schools reputation, international enrolment rate and academic standing. Additionally, the plan includes contact information and locations of these schools. Moreover, the MCP includes a presentation deck, outlining the basics of the program, as well as suggested social media outreach tactics, which would be the most successful and relevant to implement. The MCP concludes with suggested next steps that the UWI-CIIT should carry out, in order to accomplish the aforementioned objectives.

Overview of Media Choices

TYPE OF ROMOTION	ADVANTAGE	EXCECUTION
Digital Advertising	• Mass communication and quick control over message	• Instagram • Facebook
Public Relations	• Subliminal: doesn't necessarily come from directly from the company (usually companies don't pay people). • More trust from consumers • Quick mass communication • Helps brand image (depending on who you sponsor)	• University Expos • Private School Expos • Speaker Series at High School Events
Direct Marketing	• Very easy to track effectiveness • More manageable • Better in terms of targeting	• Direct Calls • Direct e-mails to private schools administrators and advisors • "MailChimp" free Newsletters

Suggested Next Steps

Moving forward the UWI-CIIT should implement the suggested marketing communication strategy and begin by establishing an individual Facebook Page and Instagram account for the program. Following the creation of these two platforms, the UWI-CIIT should market the program via Google Ad words, as well as through paid Facebook advertisements. Once this is accomplished, individual high schools advisors and administrators may be contacted and a newsletter promoting the program can be circulated. Only once this is performed and a relationship with the schools is established can the UWI-CIIT engage in public relation promotion efforts and begin fostering relationships via sponsorship and partnerships with third party organizations.

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Sincerely,
Melissa Bezruchko