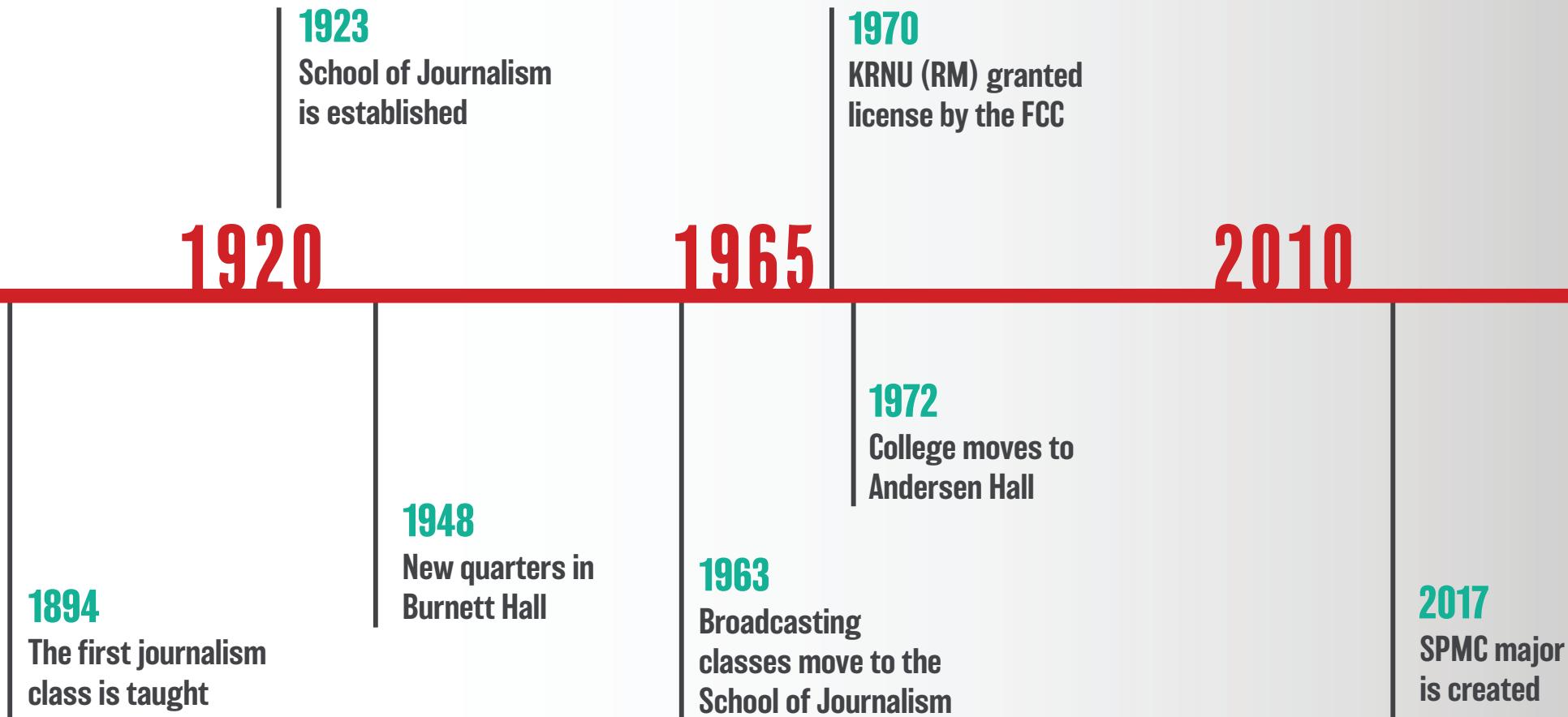


EVERY DAY COLLEGE STUDENTS ARE STRUGGLING  
TO FIGURE OUT WHO THEY ARE AND WHAT THEY  
WANT. IS THE COJMC A POSSIBLE ANSWER?  
ABSOLUTELY. THE COJMC EXISTS FOR STUDENTS  
WHO FIND THEMSELVES AT THE INTERSECTION  
OF CREATIVITY AND STRATEGY. THE PURPOSE  
OF THE COJMC IS TO SET STUDENTS UP FOR  
FULFILLMENT IN THEIR CAREERS AND LIFE.  
DARE TO JOIN US?

# COMPANY ANALYSIS



# CHALLENGE

The awareness of the College of Journalism and Mass Communications is **low**. The majors, projects and benefits within the CoJMC go **unnoticed** among the general student population at the University of Nebraska-Lincoln.

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# QUESTIONS ASKED

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- 1 Why is the college overlooked when students decide their major?**
- 2 What are primary factors that contribute to why students select the majors they do?**
- 3 What's most attractive about the CoJMC to prospective students?**

# RESEARCH SUMMARY

60

secondary  
sources

20

question  
survey

18

in-depth  
interviews

248

survey  
respondents

# HERE'S THE SCOOP



**37.5 percent of transfer-in students  
come from the Explore Center**

from survey in Fall 2017

there are

**20,079**

**total undergrads  
at UNL**

as of Fall 2017

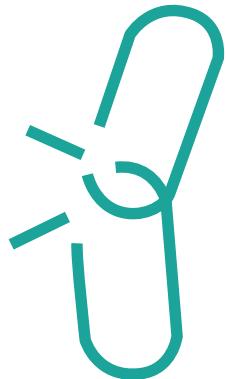
**1,040**

**enrolled within  
the CoJMC**

as of Fall 2017

# HERE'S THE SCOOP

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**81.6%** of MSR study respondents felt there is a disconnect between what people perceive the CoJMC to be and what it is or should be.

“Gen Z is **59%** more likely than older generations to connect with brands on social.”  
- Hootsuite



# RESULTS ARE IN

---

**44%**

of respondents have  
switched majors  
since enrolling at UNL

**65.1%**

of 58 undeclared respondents  
did not or have not  
considered declaring  
their major within  
the CoJMC

**76.9%**

of non- CoJMC respondents  
have little to no awareness  
of the CoJMC

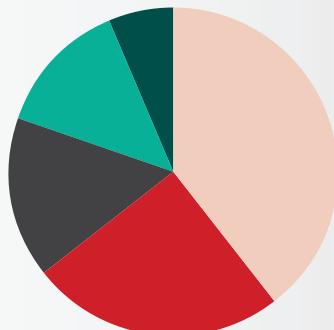
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## survey respondents are

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- 33.5% seniors
- 28.2% juniors
- 16.9% sophomores
- 13.7% freshmen



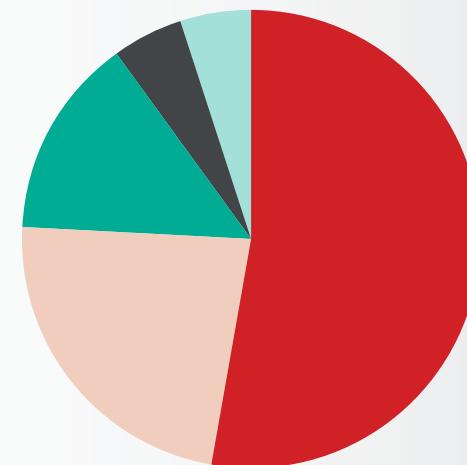
- 35.9% CAS
- 22.6% CoJMC
- 14.5% CEHS
- 12.1% CoB
- 5.6% FPA

# CONSUMER

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- Generation Z
- Digital natives
- Experiencers and strivers
- Less influenced by traditional advertising
- Choose major based on enjoyment, passions and interests

- 53% Non-Hispanic white
- 23% Hispanic
- 14% African American
- 5% Asian
- 5% Other



# PRODUCT

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## BACHELOR OF JOURNALISM

ADPR

BRDC

JOUR

SPMC

Sense of community  
Portfolio development  
Professional development  
Sense of belonging  
Resume building  
Small class sizes  
Accredited faculty  
Collaboration  
Creativity

# MARKET

---

**20.4**

million U.S. college students

**27%**

of college graduates have a job that is relatively related to their majors

**21.1%**

decrease in reporter job titles

**235.9%**

increase in content marketing jobs

**\$17,000**

difference in annual pay between a bachelor's degree and high school diploma

# COMPETITION

	features	benefits
College of Business	<ul style="list-style-type: none"><li>• 10 undergraduate majors and four minors</li><li>• High alumni involvement</li><li>• Modern technology and new building</li></ul>	<ul style="list-style-type: none"><li>• Students feel set up for success</li><li>• Builds confidence</li><li>• Feel connected to vast professional network</li><li>• Feel secure to enter work force</li></ul>
Explore Center	<ul style="list-style-type: none"><li>• Online and in-person classes</li><li>• Experienced advisors</li><li>• Helpful messaging centered around opportunities</li></ul>	<ul style="list-style-type: none"><li>• Provides a sense of guidance</li><li>• Leads to self-discovery</li></ul>
Hixson-Lied College of Fine and Performing Arts	<ul style="list-style-type: none"><li>• Seven undergraduate majors and five graduate programs</li><li>• New Johnny Carson Center for Emerging Media Arts</li></ul>	<ul style="list-style-type: none"><li>• Provides a feeling of exclusivity</li><li>• Students feel supported by passionate staff in a creative environment</li><li>• Students feel prepared for futures in creative careers</li></ul>

# S

## STRENGTHS

- Small class sizes
- Accessibility of professors and classrooms
- Community among students
- Provides personal fulfillment
- Unique hands-on education which provides the skills and experiences needed to help college students find jobs after graduation
- Updated facilities

# W

## WEAKNESSES

- Name of the CoJMC is misleading and doesn't encompass everything that is done at the college
- Low awareness
- Low media coverage
- Low social media following

# O

## OPPORTUNITIES

- Ever-changing job market
- Nebraska enrollment rising
- Industries are growing
- College education worth more today
- Real-world experience is important to students
- College enrollment rising (nationally)

# T

## THREATS

- Industry seen as dying
- College of Business is bigger, more well-known
- University budget cuts in NU system
- Politicized atmosphere around national media
- Similar majors in other colleges

# FINDINGS

**The CoJMC is unique in the majors, facilities and projects that are offered.**

**The public's perception of journalism and communications is declining, while job postings with a "content marketing" title have increased by 235.9 percent since 2012.**

**The way students decide majors is influenced by peers and passions.**

# INSIGHTS

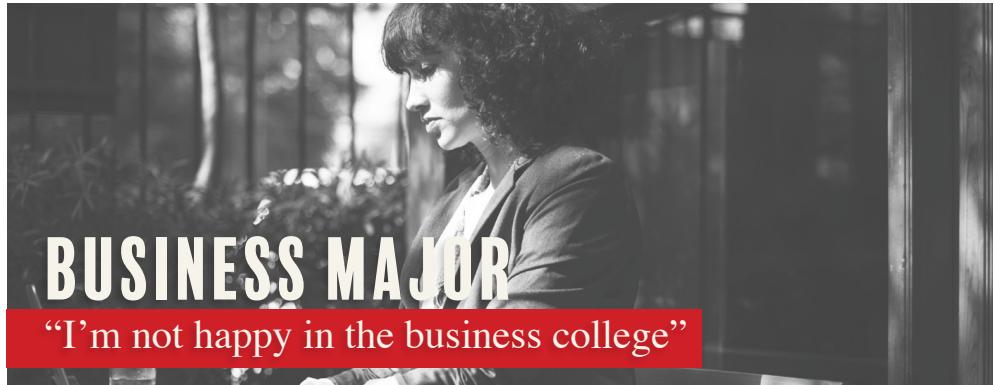
**Students demand the best hands-on education possible to set themselves up to succeed in future careers.**

**Students do not recognize that all media industries are evolving and indispensable.**

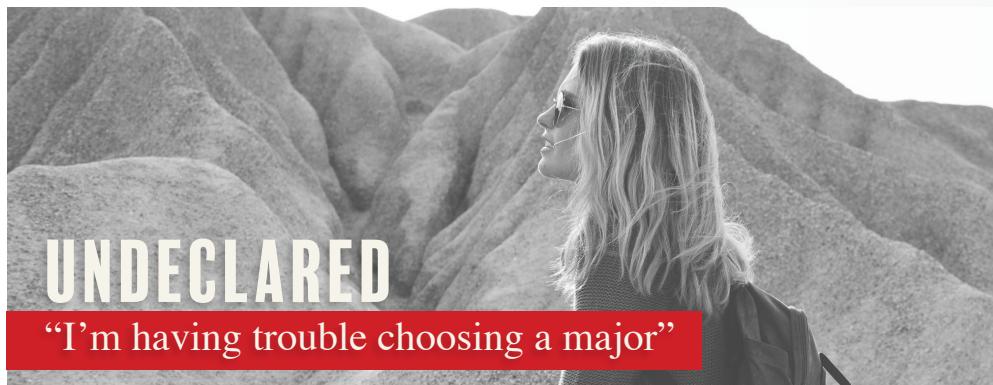
**Students are motivated to find success and personal fulfillment.**

# TARGET MARKET

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**VANESSA**



**ALYSSA**



**ADRIAN**

# OBJECTIVES

**Increase awareness of the CoJMC by 25 percent from 44.5 to 69.5 percent among current UNL students by the 2019-20 school year.**

**Increase enrollment of student credit hour production classes in the CoJMC by 10 percent from 1,064 to 1,170 among current UNL students by the 2019-20 school year.**

**Increase the number of yearly transfers into the CoJMC by 10 percent among current UNL students from 202 to 222 by the 2019-20 school year.**

# BRIEF

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## BRAND PROMISE

Provide a versatile, marketable and engaging education for the next generation of well-rounded young professionals.

## BRAND PERSONALITY

Innovative, evolving, modern

## TONALITY

Accurate, bold, courageous

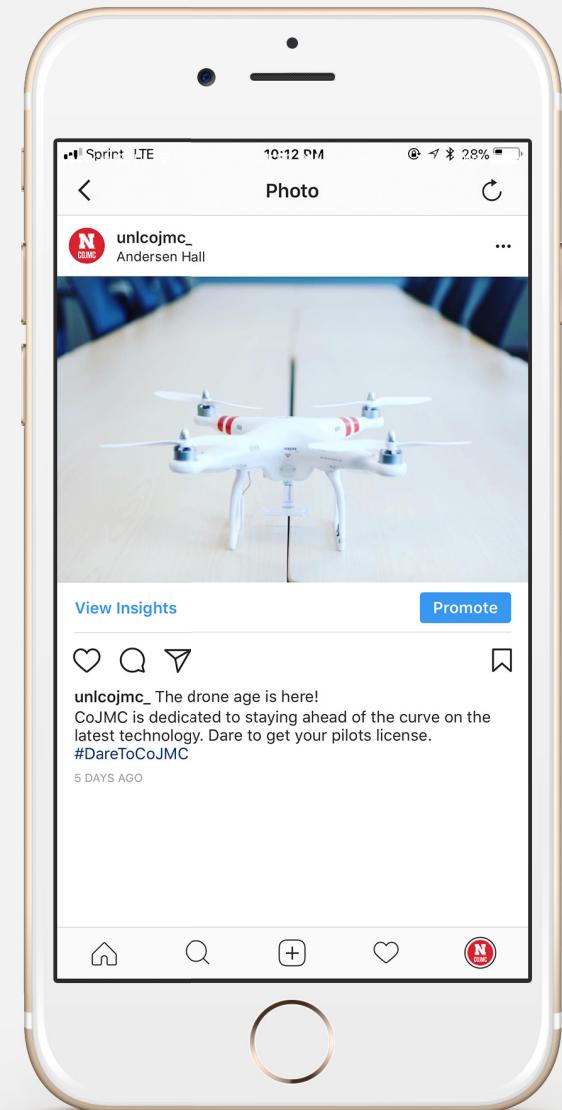
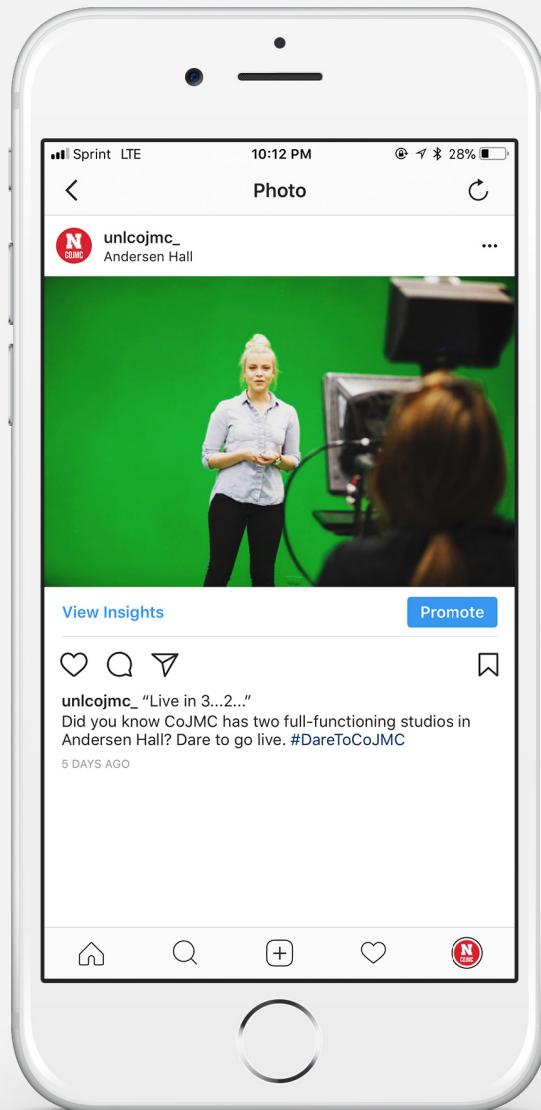
# POSITIONING

For UNL's unsure student, the College of Journalism and Mass Communications is the university home for those who dare to find and communicate the truth, and offers personal fulfillment and portfolio development from day one, unlike its peer colleges offering similar but less-engaging majors.



**TRUTH + DARE**

# SOCIAL MEDIA



# INFLUENCERS

Sprint LTE 10:56 PM 22% 🔋

< rachelonggg ...

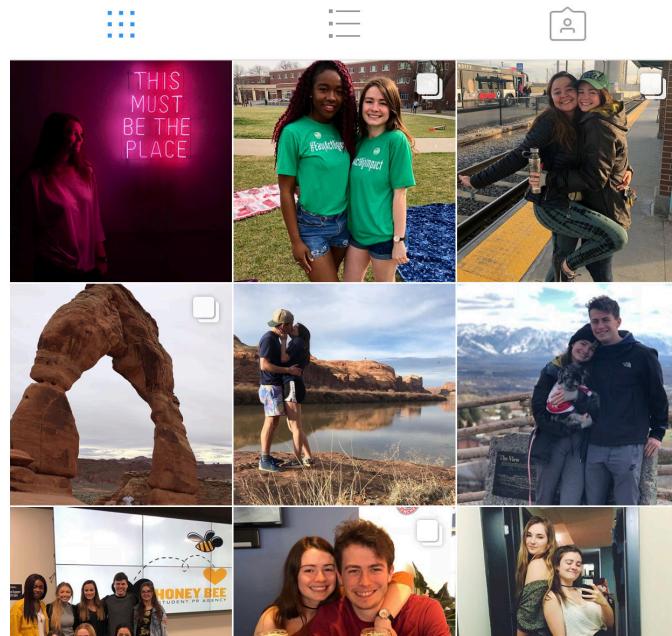
912 posts 1,063 followers 878 following

[Follow](#)

Rachel Long

Utah Yummy

THIS MUST BE THE PLACE



grid list profile

[Email](#)

Home Search Plus Heart Notifications

Sprint LTE 10:55 PM 23% 🔋

< callakessler ...

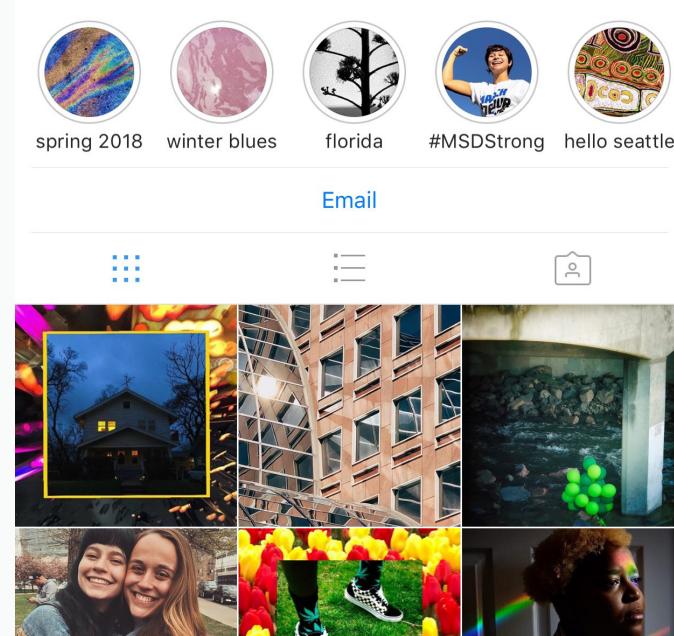
2,013 posts 5,660 followers 1,578 following

[Follow](#)

calla kessler  
Photographer  
this is my highlight reel — photojournalist, 2017 & 2018 intern @washingtonpost. dogs, peanut butter, karaoke, etc.  
let's boogie ☀️🌈🐞  
[callakessler.com/](#)

Followed by alexloseke

spring 2018 winter blues florida #MSDStrong hello seattle



grid list profile

[Email](#)

Home Search Plus Heart Notifications

# TRUTH + DARE

CoJMC's sports media and communication students work every home football game.

Join us at Memorial Stadium.

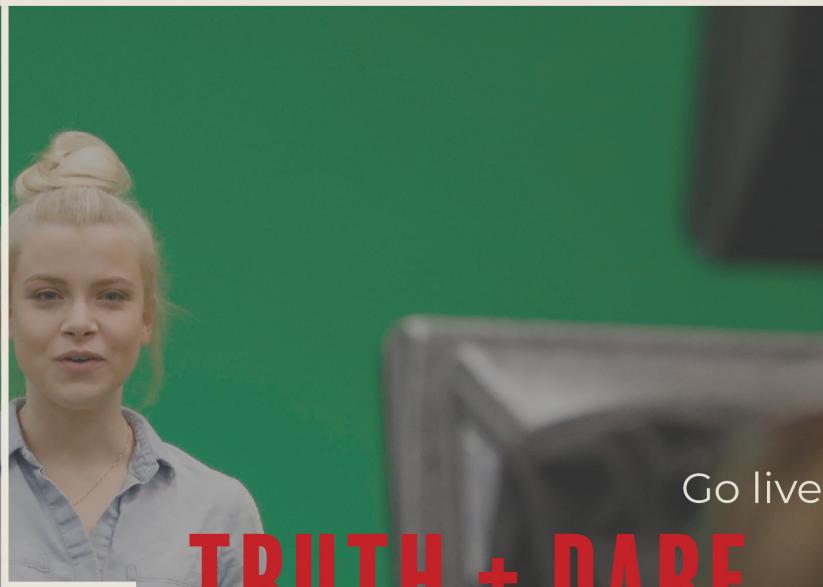


CoJMC has its own advertising agency in Lincoln's Haymarket.

Get your foot in the door.

# TRUTH + DARE

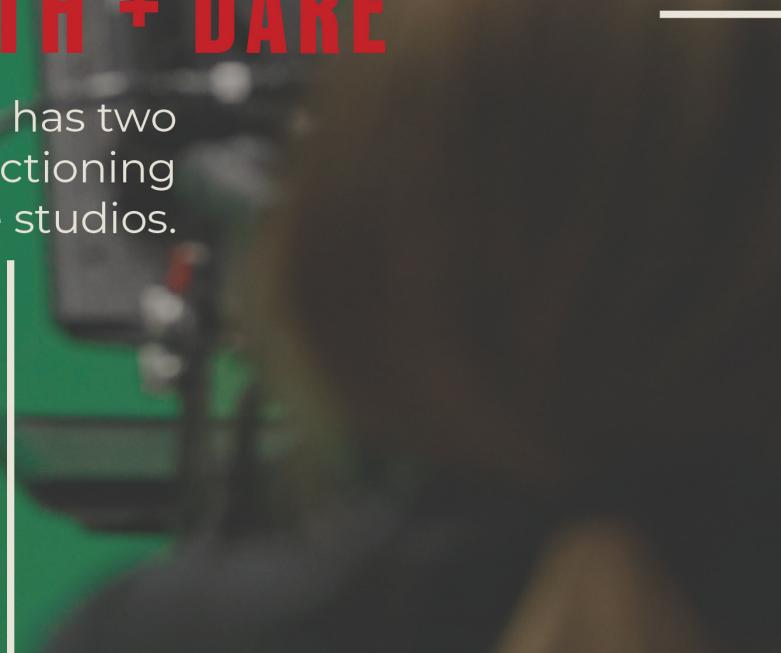




Go live every week.

## TRUTH + DARE

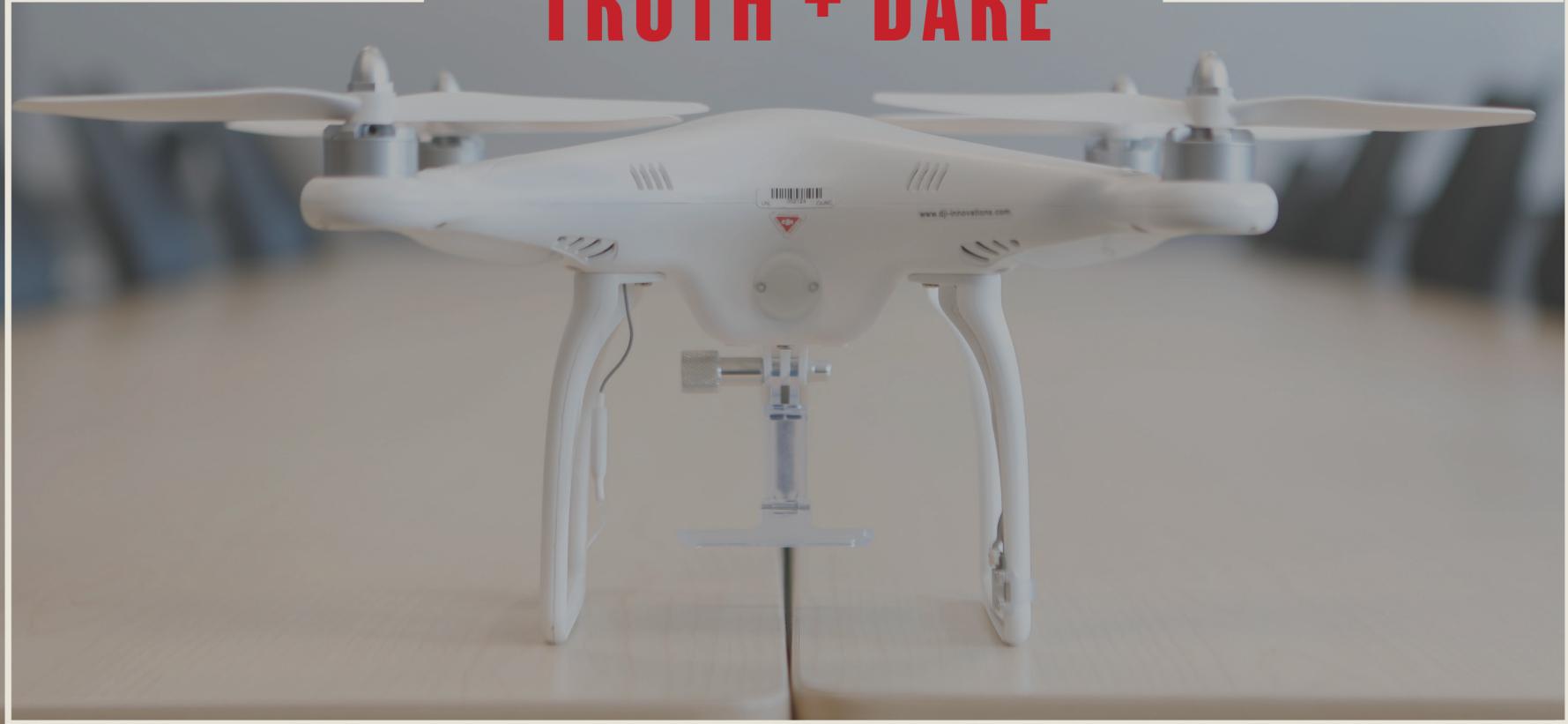
CoJMC has two full-functioning in-house studios.



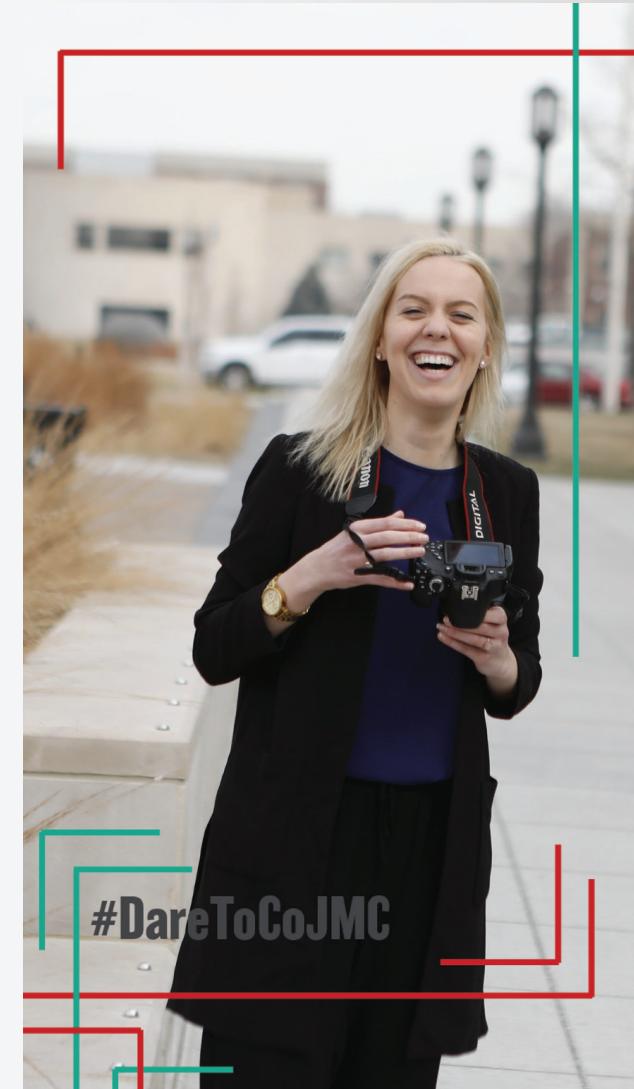
CoJMC has the first  
drone journalism  
lab in the United States.

Take a pop-up  
class and get  
certified to fly.

## TRUTH + DARE



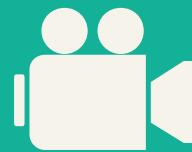
# POP-UP BOOTHS



# POP-UP BOOTHS

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BRDC



JOUR



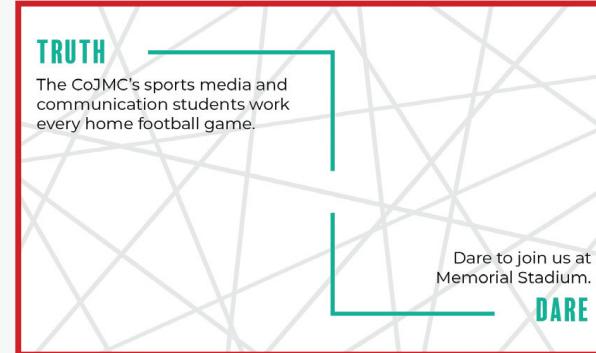
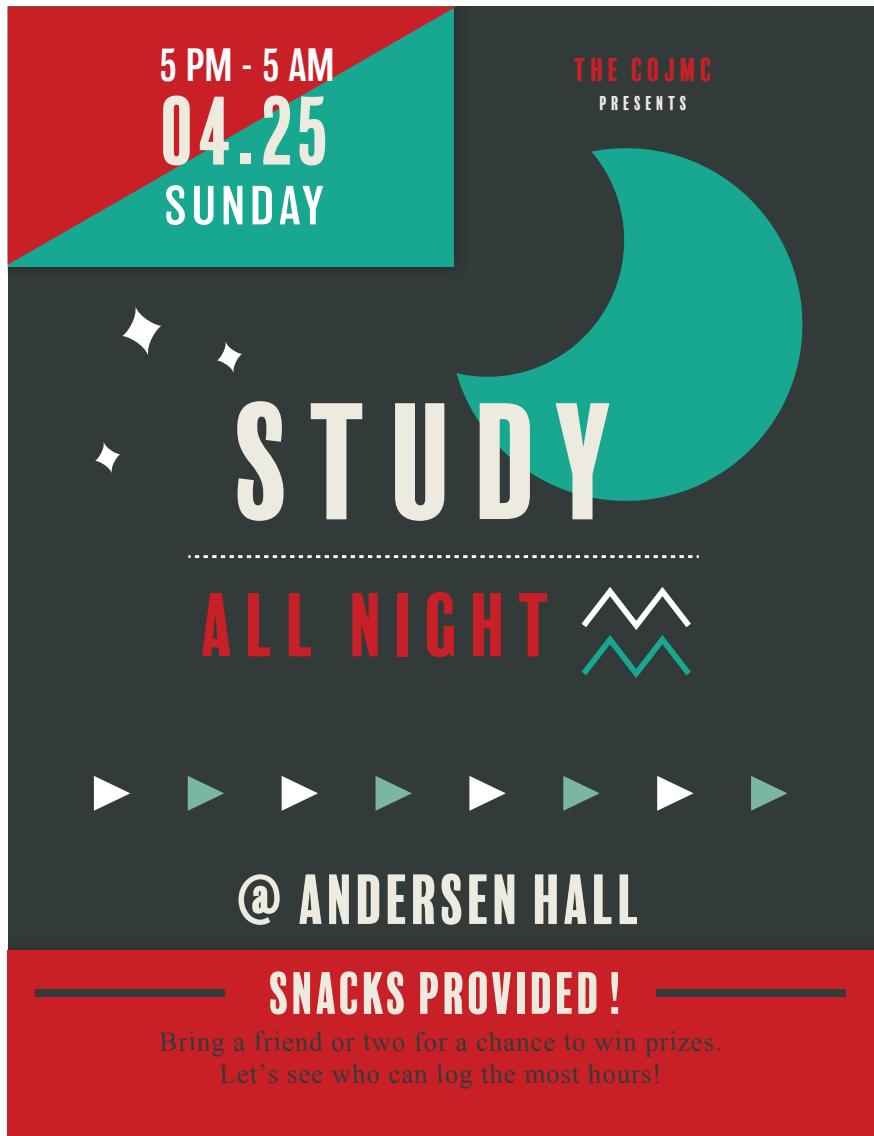
ADPR



SPMC

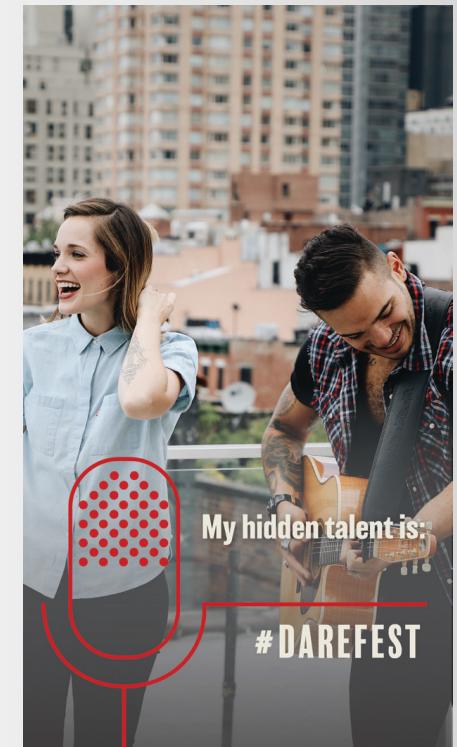


# STUDY ALL NIGHT



# DARE FEST

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# DARE FEST

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## RECOMMENDATIONS

- Food Trucks
- Student Performers

# RECOMMENDATIONS

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- 1 Prioritize promotional advertising**
- 2 Hire a marketing coordinator to supervise and create content**
- 3 Interact more with the Explore Center's social media channels so more undecided students will be aware of the college and grow interest in the programs offered at Andersen Hall**
- 4 Change college name and offer a Bachelor of Arts in the major selections**





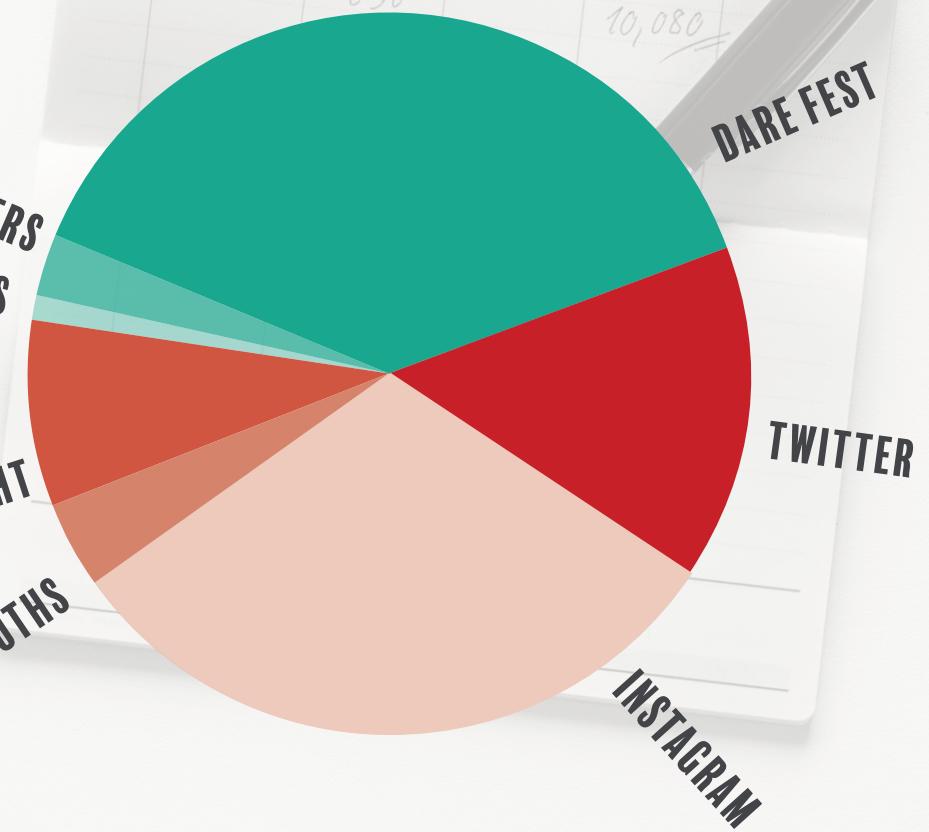
**COLLEGE OF MEDIA STRATEGY**

# MEDIA PLAN

	Instagram	Sponsored Instagram	Twitter	Sponsored Twitter	Influencer Posts	Pop-Up Booths	Posters	Digital Signs	Coffee & Sleeves	Study All Night Event	Dare Fest
February	Daily	1x	Daily	1x	Weekly	-	1x	-	-	-	-
March	Daily	1x	Daily	1x	Weekly	-	1x	Last Full Week	-	-	-
April	Daily	1x	Daily	1x	Weekly	(4) Thursdays	1x	Full Month	(5) Dead Week	1x Sunday Dead Week	Friday before Dead Week
May	Daily	1x	Daily	1x	Weekly	-	1x	-	-	-	-

# BUDGET

TWITTER	\$2,000
INSTAGRAM	\$4,000
POP-UP BOOTHS	\$540
STUDY ALL NIGHT	\$1,077.50
STICKERS	\$158.68
POSTERS	\$350
DARE FEST	\$5,000
<b>TOTAL</b>	<b>\$13,126.18</b>

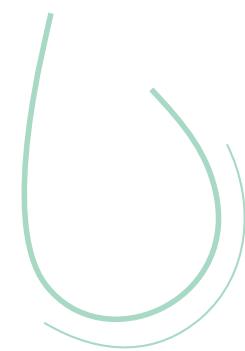


# EVALUATION

OBJECTIVE	TACTIC	EVALUATION
<p><b>Increase awareness of the CoJMC by 25 percent from 44.5 to 69.5 percent among current UNL students by the 2019-20 school year.</b></p>	<ul style="list-style-type: none"><li>• Truth + Dare campaign</li><li>• Student video</li><li>• Student influencers</li><li>• Student-lead pop-up booths</li><li>• Study All Night event</li><li>• Dare Fest festival</li></ul>	<ul style="list-style-type: none"><li>• Engagements on Hootsuite</li><li>• Platform Analytics</li><li>• Have all visitors to events scan their NCards and count attendance</li></ul>
<p><b>Increase enrollment of student credit hour production classes in the CoJMC by 10 percent from 1,064 to 1,170 among current UNL students by the 2019-20 school year.</b></p>	<ul style="list-style-type: none"><li>• Truth + Dare campaign</li><li>• Student video</li><li>• Student influencers</li><li>• Student-lead pop-up booths</li><li>• Study All Night event</li><li>• Dare Fest festival</li></ul>	<ul style="list-style-type: none"><li>• Student Credit Hour Production</li><li>• Have all visitors to events scan their NCards and count attendance</li><li>• Track reach of posts via Hootsuite for students not following the CoJMC</li></ul>
<p><b>Increase the number of yearly transfers into the CoJMC by 10 percent among current UNL students from 202 to 222 by the 2019-20 school year.</b></p>	<ul style="list-style-type: none"><li>• Truth + Dare campaign</li><li>• Student video</li><li>• Student influencers</li><li>• Student-lead pop-up booths</li><li>• Study All Night event</li><li>• Dare Fest festival</li></ul>	<ul style="list-style-type: none"><li>• Yearly transfer numbers into the CoJMC</li><li>• Have all visitors to events sign in and count attendance</li></ul>

**“THE MARRIAGE OF CREATIVITY AND STRATEGY  
IS REALLY APPEALING TO ME.”**

- Ingrid, nontraditional sophomore, advertising and public relations major



R | P P L E  
s t r a t e g i e s