



MARQUETTE UNIVERSITY AD BOOK

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TEAM INTRO PAGE



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EXECUTIVE SUMMARY

Marquette University is a private, coeducational Catholic University located in the heart of Milwaukee, Wisconsin. **Marquette** was established in August of 1881 by the Society of Jesus and founded by John Martin Henni, the first bishop of Milwaukee.

The name comes from a missionary and explorer, Father Jacques Marquette, and was meant to provide an affordable Catholic education amongst the areas emerging German immigrant population. **Marquette** started as an all-male institution and became coed in 1909.

Marquette University is one of 28 members institutions of the Association of Jesuit Colleges and Universities. With a student body of about 12,000, **Marquette** has been accredited by the Higher Learning Commission.

SITUATIONAL ANALYSIS

STRENGTHS:

- Jesuit values and tradition
- Location (experience Milwaukee)
- Strong academic programs
- Strong athletics programs



WEAKNESSES:

- Lack of brand engagement (regionally and nationally)
- Weather, location (downtown, urban campus)
- Private/religious university
- Private school tuition

OPPORTUNITIES

- Marquette has a good academic program which ranks in the list of America's 100 best colleges. Therefore, it can attract a lot of students
- Use the tagline "Be The Difference" that is known and well liked by audience.
- Marquette has a comprehensive brand platform.
- It has set in motion a clear strategy to be recognized.
- Marquette is now No. 1 Jesuit destination for Jesuit high school graduates in US.
- Has its strongest alumni presence in Wisconsin and Illinois.

THREATS

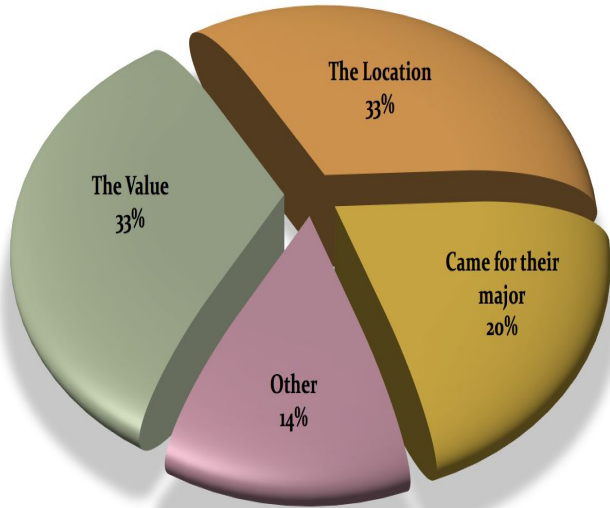
- University of Minnesota
 - Located in the Twin Cities
 - Total enrollment: 51,147
 - Tuition: \$14,488 (in-state), \$26,674 (out-of-state)
 - 7th largest university



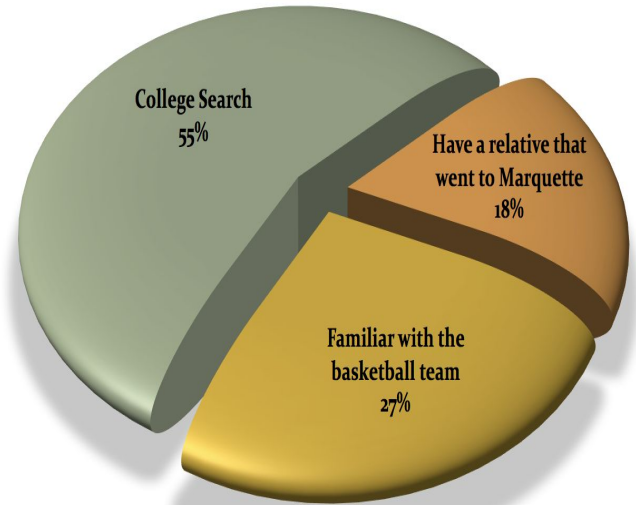
UNIVERSITY OF MINNESOTA

Primary Research

How did Marquette students decide on Marquette:



How did Marquette students find out about Marquette:



SECONDARY RESEARCH

Student population by midwest states:

- **43.4%** Illinois
- **28.5%** Wisconsin
- **4.1%** Minnesota
- **3.1%** Michigan
- **71.9%** of students come from **Illinois** and **Wisconsin**



OBJECTIVES

1. Target prospective high school students from Minnesota.
2. Attract Minnesota students to come to Marquette University over other universities
3. Heavily advertise in Minneapolis/St. Paul and other highly populated areas in Minnesota to reach to largest amount of students
4. Target Jesuit/Catholic high schools and churches in Minnesota
5. Goals:
 - a. By 2020, increase the amount of the students from Minnesota to **5-7%**.
 - b. By 2025, increase the amount of students from Minnesota to over **10%**.

TARGET CUSTOMER

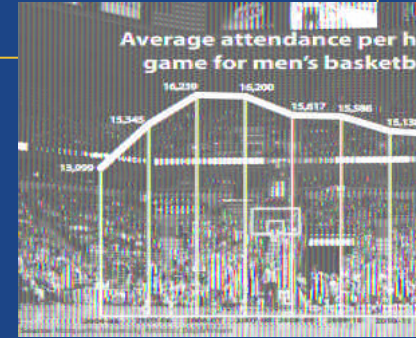
Consumer:

- High school students and others who are thinking to apply for college.
- Parents/alumni with kids about to go off to college.
- Catholic High School students, teachers, and staff.
- Catholic community.

TARGET CUSTOMER CONT.

What motivates them to know or choose Marquette University?

- For people who live near Marquette (or Milwaukee):
 - It's a well-known Catholic University in Milwaukee areas
 - They heard it from friends or family members who graduated from Marquette
- For people who love sports:
 - Promote the basketball team
 - Offering decent amount of scholarship for athletes
- For people who value academic education:
 - Top 100 University in the United States
 - Engineer and Business major have a high professional ranking
- For Catholic
 - One of the best Catholic Universities in the Midwest



Marquette University
Milwaukee, WI

🏆 #90 in National Universities (tie)

Marquette University, a private Catholic, Jesuit school, is in walking distance of downtown Milwaukee, a city known for its restaurants. ... [more](#)

\$39,900 Tuition and Fees | 8,238 Undergraduate Enrollment | [SAT, GPA and more](#)

TAGLINE

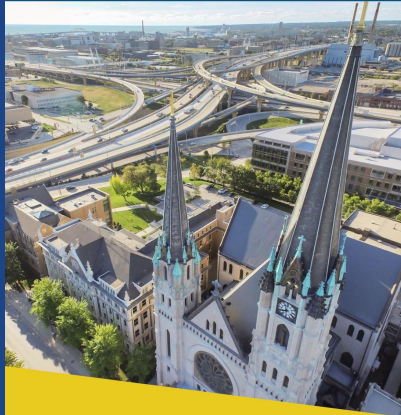
BE
THE
DIFFERENCE.



MARQUETTE
UNIVERSITY

Be The Difference.

MEDIA CONCEPTS - BILLBOARDS



We Are Waiting For YOU!

. One of Best Jesuit University

. Strong Basketball Team

. Excellent Academic Program

. Located Near The Heart of Milwaukee



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MEDIA CONCEPTS - DIRECT MAIL & WEBPAGE



The direct mail packet features a collage of images on the left showing various campus buildings and a large gothic-style church. The right side contains text and the university logo. At the bottom left is the Marquette University logo and slogan.

MARQUETTE UNIVERSITY

Marquette University is a Catholic, Jesuit university located near the heart of downtown Milwaukee, Wis., that offers a comprehensive range of majors in 11 nationally and internationally recognized colleges and schools.

A Marquette education offers students a virtually unlimited number of paths and destinations and prepares them for the world by asking them to think critically about it.

Along the way, we ask one thing of every student:

BE THE DIFFERENCE.

FOR FURTHER INFORMATION: MARQUETTE.EDU
CONTACT: (800) 222-6544

MARQUETTE UNIVERSITY | **BE THE DIFFERENCE.**

Direct Mail Info Packet

Facebook Page



The Facebook page header features a dark blue background with white and yellow brushstroke accents. It includes the university's logo, a welcome message, the slogan 'Be The Difference!', and a navigation menu.

WELCOME TO

Be The Difference!

MARQUETTE UNIVERSITY

MARQUETTE UNIVERSITY

Timeline About Welcome FWB More

PROMOTION AND NON MEDIA IDEAS

Any student at Marquette University can sign up to become a student ambassador for the school. What this entails is:

- Marquette gives all student ambassadors Marquette gear (shirts, school supplies, etc) to bring to high schools in Minnesota
 - This brings awareness to Minnesota high school students
 - Allows current high schoolers to connect with former students about college or Marquette
 - Trust factor
 - Encourages high schoolers to visit



PROMOTION AND NON MEDIA IDEAS

- Marquette will grant \$10,000 to every student ambassador a year.
 - As long as the student stays an ambassador.
- Marquette will pay for students travel expenses **ONLY** when they are travelling for ambassador duties.
- Marquette can send ambassadors to high schools in Minnesota who request an ambassador at any time.
- Marquette can send ambassadors out to any college fair at any high school in Minnesota.
- Ambassadors are usually sent out in groups of 2-4 students.

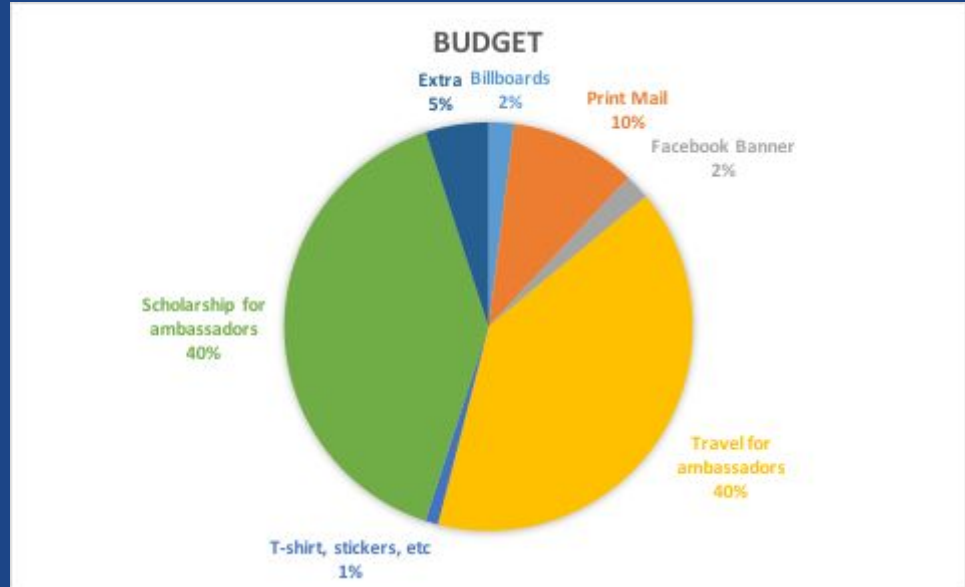
MEDIA SCHEDULE

- **Quarter 1:**
 - Have campus ambassador sign up, plan travel schedule, hang billboards in Minnesota
- **Quarter 2:**
 - Start ambassador traveling, appearances at college fairs, conduct surveys based on billboard brand awareness
- **Quarter 3:**
 - Continue ambassador traveling, send print ads to 20,000 potential students
- **Quarter 4:**
 - Conduct survey for billboard and print ad brand awareness, launch Facebook website page for admitted students

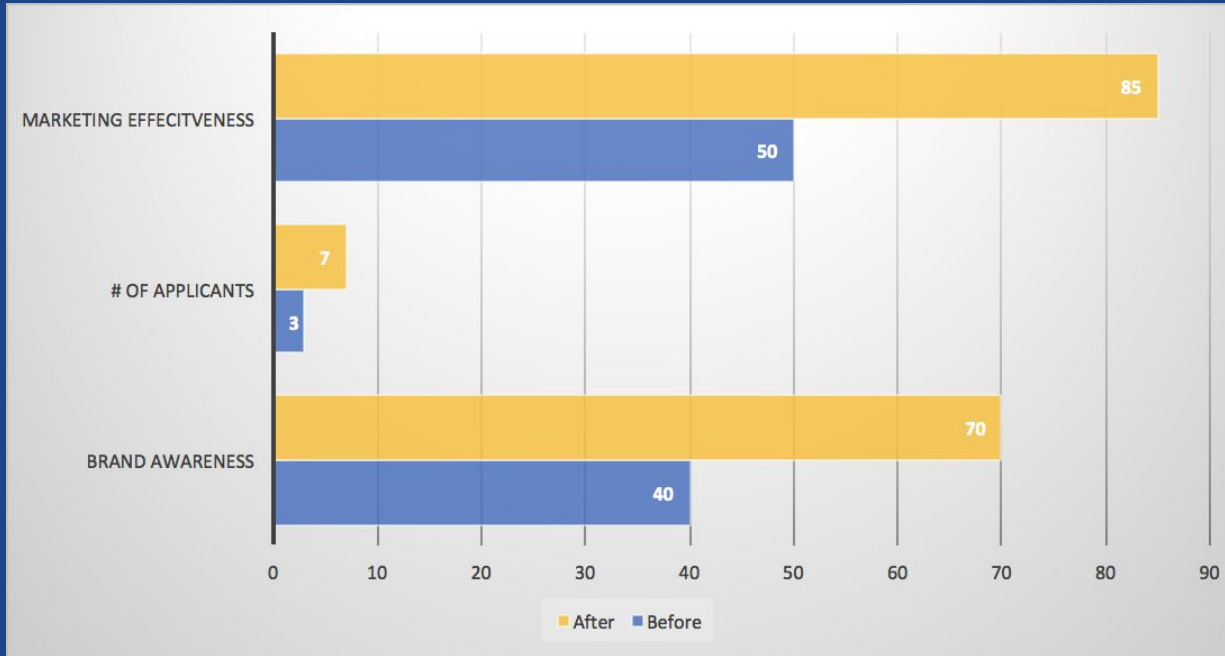
BUDGET & PIE CHART

Budget

| ITEM | DUE DATE | AMOUNT |
|------------------------------------|----------|----------------|
| Billboards | | \$100,000.00 |
| Print Mail | | \$500,000.00 |
| Facebook Banner | | \$100,000.00 |
| Travel for Ambassadors | | \$2,000,000.00 |
| T-shirts, Stickers, Etc for Events | | \$50,000.00 |
| Scholarship for Ambassadors | | \$2,000,000.00 |
| Extras | | \$250,000.00 |



EVALUATION



Marketing Effectiveness:

- 50% of people reported that Marquette's marketing tactics were effective **before** this campaign
- 85% of people reported that Marquette's marketing tactics were effective **after** this campaign

of Applicants:

- 3% of student applicants are from Minnesota (Before)
- 7% of student applicants are from Minnesota (After)

Brand Awareness:

- 40% of people have heard of Marquette because of marketing (Before)
- 70% of people have heard of Marquette after our marketing plan (After)

Bonus

- Partner with Epic Games
- Fortnite is extremely popular
- Highest amount of users
 - High schoolers
 - College kids
- Have Fortnite include a Golden Eagle “skin” for your character!
- National/ International attention

