

To: Judy McMillan
From: Cindy Jordan
Date: April 21, 1986
Subject: Proposed Advertising Campaign by Dever and Quanty

After careful consideration, drawing on my past experience and talking with marketing colleagues in the field of higher education and in other service industries, I have some reservations about the advertising campaign as it has been proposed by Dr. Quanty and Mr. Dever and the Visual Identity committee of the Marketing Task Force.

First of all, one of the "rules" of advertising, and marketing, is to know your market segments and to target marketing activities toward these segments. I do not believe the strategy of showing several different teachers and stating their teaching philosophies does that at all. I even question the method suggested for determining which instructors to place in the ads.

If instructors are used at all, they should appeal to our various market segments and target groups. For instance, using a black instructor working with an integrated, but mainly black group of students would probably attract the black population.

Choosing the instructors to be pictured based on their teaching philosophy is admirable, but that alone is not going to "talk" to the population we want to reach.

Secondly, I am not convinced that faculty members should be the main thrust of our advertising campaign. Somehow it does not seem to be a market driven campaign. Students aren't here because of the faculty, the faculty is here because of the students, or so I believe.

The students give a school its life, its drive, and its personality. These characteristics can be guided by faculty, staff and administration, but it's students that we are all about.

I do not feel that TNCC has seriously studied what its market segments really are. TNCC serves such a diverse range of students, but I believe they can be divided into two groups. The traditional and the non-traditional student.

I would like to define and break these two groups done a bit more.

Traditional Students

My definition of the traditional student is anyone who comes to TNCC directly from high school. I break this group into five