PIERPONT

University of Houston C.T. Bauer College of Business | Strategic Marketing Plan for Higher Education

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CHALLENGE

As one of the University of Houston's fastest growing and most institutionally recognized schools, the C.T. Bauer College of Business sought to apply the core principles of a successful business to its own marketing and communications plans. Collaborating with Pierpont, the school's leadership requested a comprehensive review of the institutions' external communications and proactive awareness campaign.

OBJECTIVE

Our primary objectives were to evaluate Bauer's existing marketing and communications initiatives and to recommend enhancements and improvements to better position the school among potential students.

APPROACH

Pierpont conducted organic research and gathered material from functional area leads involved in external relations, marketing, recruitment, student leadership, administration and institutional advancement planning. We also conducted interviews alongside email questionnaires, to learn from subject matter experts (SMEs) and determine what qualities and attributes most resonate with Bauer's key audiences.

Secondary research was performed through tracking traditional media coverage over the past five years, a review of prior year's social media, and comprehensive audit of competitors' earned media placements and digital presence.

By gathering baseline performance data, understanding the College's processes for promotion and content generation, and learning what was effective from the perspective of notoriety for higher education profiles, Pierpont constructed a comprehensive recommendations report to elevate the College's marketing and external communications plans.

RESULTS

The report was focused on Pierpont's recommendations for enhancing and amplifying the current programs in place, including specific ideas and campaign suggestions for: core messaging, traditional marketing, public relations and earned media, website and SEO, organic social media, and online advertising. Planning and execution models for communications with alumni, business leaders and prospective students were also provided.

The C.T. Bauer College of Business at the University of Houston is ranked by U.S. News & World Report as one of the top 100 best business schools and top 50 in part-time MBA programs nationally, and recognized in Bloomberg BusinessWeek, Fortune Magazine and The Princeton Review published in Entrepreneur Magazine for its entrepreneurship program, professional and full-time MBA programs.