WestVirginiaUniversity

UNIVERSITY RELATIONS – MARKETING AND COMMUNICATIONS PLAN TEMPLATE

GOAL

State overall goal

Key areas:
List key areas

Primary Programs:
List primary programs if applicable

Secondary Programs
List secondary programs if applicable

AUDIENCES

Primary:
Secondary:
Tertiary:

STRATEGY

The strategy is the vision you want to achieve towards the goal.

PRIORITIES

Primary:
Secondary:

MEASUREMENTS

How will we determine if this was successful?

MARKETING AND COMMUNICATIONS PLAN

TACTICS
Tactics are how you accomplish the vision. What specific tools and channels you use to make this work.

TIMELINE

Be specific whenever possible. Associate a deadline with each tactic.

NEED HELP WITH PLANNING?

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