



# Marketing and Branding Subcommittee

Report to the Advisory Board  
September 27, 2012

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# National Advertising Campaign


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## **Progress made:**

- 3 new iterations of campaign: marketing, sports business, entrepreneurship
- Placement plan devised by Furman Roth (Fordham's agency of record)
- September through mid-October 2012: Placement round 1
- April 2013: Placement round 2

## **Next steps:**

- Tracking of digital ads
- Reassessment before round 2



**... OR YOU  
COULD JUST  
READ ABOUT  
MARKETING  
STRATEGY.**

**FORDHAM** | Gabelli School  
THE JESUIT UNIVERSITY OF NEW YORK of Business

A Gabelli business education puts you at the center of the action  
in the classroom and in New York City. [fordham.edu/gabelli](http://fordham.edu/gabelli)

**Sample marketing-focused ad**



**... OR YOU COULD  
JUST WATCH  
SOMEONE  
ELSE START  
A COMPANY.**

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THE JESUIT UNIVERSITY OF NEW YORK of Business

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**Sample entrepreneurship-focused ad**

A woman with blonde hair, wearing a light-colored striped business shirt, is smiling and holding a basketball. She is standing in a gymnasium with a blurred crowd in the background.

**... OR YOU  
COULD JUST  
LEARN ABOUT  
SPORTS BUSINESS  
IN CLASS.**

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of Business  
THE JESUIT UNIVERSITY OF NEW YORK

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**Sample sports business-focused ad**

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# Search-engine optimization

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## **Progress made:**

- Received recommendations from PwC marketing department, through Don Almeida
- Interviewed three of the four recommended companies and selected one: Consumer Magnetism
- One-year trial SEO plan in place beginning September 2012

## **Next steps:**

- Implement recommendations made by CM
- Evaluate site progress in summer 2013



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# London program promotion

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## **Progress made:**

- Defined new marketing goal: Reposition London program as a gateway to European business environment (timely)
- Produced professional promotional video on site
- Created new London brochure, began outreach to partner colleges and universities + internal Fordham recruitment
- Created ads on same model as national campaign

## **Next steps:**

- Place advertisements in other student newspapers
- Assess effectiveness via application totals, yield

# Gabelli Connect

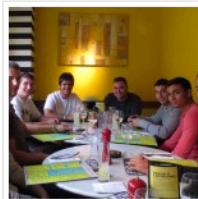


- EVENTS
- STORIES
- AREAS OF STUDY
- STUDENT GROUPS
- ACADEMIC ADVISING
- CAREERS
- LONDON
- ABROAD



### New video showcases the Gabelli School in London

What's it like to study abroad at the Gabelli School's satellite campus in London? Just watch.



### Gabelli's fall London class lands in the U.K.

For most Gabelli School of Business students, school started last week right here at Rose Hill, with lunch in McGinley and afternoons on Eddie's. But about 30 of them swapped McGinley for Marks & Spencer and the lawn of Eddie's for the lawns of Hyde Park, taking their places at the Gabelli School's satellite campus [...]



◀ Sep 2012 ▶

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30						

View all »

**GSB ACCESS**

**London promotion on GabelliConnect:  
video (highlighted during recruitment period) + ongoing stories**

**...OR YOU COULD  
STUDY GLOBAL  
BUSINESS  
AT HOME.**

**FORDHAM** | Gabelli School  
of Business  
THE JESUIT UNIVERSITY OF NEW YORK

Meet European business on its home turf through a fall, spring or summer semester at the Gabelli School of Business in London. Learn more and apply at [gabelliconnect.com/londonprogram](http://gabelliconnect.com/londonprogram)

**Sample London advertisement**