



INTEGRATED MARKETING & COMMUNICATIONS PLAN

StudyUtah

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Date: December 3, 2018

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INTRODUCTION

Background

Study Utah is a non-profit consortium of several universities, colleges, and training organizations within the state of Utah. The consortium includes the following institutions:

- University of Utah
- Brigham Young University
- Weber State University
- Utah State University
- Southern Utah University
- Dixie State University
- Snow College
- Utah Valley University
- Salt Lake Community College
- Westminster College

Study Utah's primary goal is to attract international students to participate in the various higher education schools and training programs within the state of Utah. To achieve this goal, the consortium's strategies include a collective effort of developing, promoting, and distributing marketing materials that serve the needs of all members (studyutah.org). The Study Utah consortium is in its infancy as an organization. It was assembled very recently and consists of all the major higher education institutions in the state. The major problem that Study Utah faces is the lack of overall awareness from the international community in Utah's higher education schools.

Purpose of Integrated Marketing Plan

To combat the lack of knowledge from the international community regarding Utah's colleges and universities, this report will provide Study Utah with an actionable integrated marketing plan. The plan will include a situational analysis of Study Utah and its competitors, extensive target market research, a comprehensive goal with measurable objectives and strategies, and an evaluation plan. All actions within the plan will be tailored to increase Utah's reach into the prospective international student community.

SITUATION ANALYSIS

Corporate Image

Study Utah is in the very beginning stages of its development as a non-profit organization. Aside from the production of a website, the consortium has not done anything to promote awareness of Utah schools to the international community. This makes Study Utah's corporate image difficult to evaluate.

Evaluation of the consortium's image is made even more difficult because the organization is comprised of so many different institutions. Each school within Study Utah contains its own image and highlights different programs to showcase their brands. However, the Study Utah consortium's mission is to support the overall goal of increasing Utah's international awareness and student accumulation, regardless of the schools' differing brands.

To evaluate Study Utah's corporate image, this report will feature an analysis of how international students perceive the state of Utah in general. To accomplish this, a small focus group survey of 11 international students currently enrolled in various Utah schools was developed. The complete survey can be found in Appendix A of this document.

Survey Results and Analysis

While answers to focus questions varied, there exist some common trends with the overall perception of Utah. None of the respondents had any previous associations with Utah before they came. Although, the students overwhelmingly mentioned Utah's LDS influence as an international observation. Some students recognized Utah as a destination for outdoor activities. They also concluded that the state was known for its growing economy and job opportunities. This was the major reason for the students' decision to attend Utah schools. The programs that each student participates in varies, however, most fall into the health or business industries.

The majority of students heard about Utah schools through online means. This included websites, social media, and blog posts about the institution's programs. Most students indicated that their overall goal was to procure a job in the United States. Secondly, the students wanted to enhance their English speaking abilities. Students also indicated that the price of Utah schools was significantly less than that of the East Coast and California schools. This made Utah an attractive prospect for them. Students also indicated that the price of Utah schools was significantly less than that of the East Coast and California schools. This made Utah an attractive prospect for them.

Brand Strategies

According to Study Utah, the current brand development strategy consists of developing four main reasons why Utah is a premier destination for international students:

- Access to outdoor recreation
- Excellent educational opportunities
- Affordable cost of living
- Career Opportunities within a growing job market

This strategy is highlighted briefly in Study Utah's website. Based on the above research from the focus-group survey of International students, Study Utah's brand is not very well known among the international community. Because Study Utah is in its infancy, its brand has not yet been established as a forerunner in marketing to international students.

SITUATION ANALYSIS

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<p>Study Utah has a well-developed website with detailed information.</p> <p>The consortium consists of a strong group of excellent institutions.</p> <p>Relative to other states, Utah's institutions are relatively cheap.</p>	<p>Study Utah does not have any full-time staff</p> <p>The organization does not any further outreach methodologies besides the website.</p> <p>Utah is not well known in the international community.</p>	<p>The consortium has the potential to grow Utah's image as a magnet for international students.</p> <p>Study Utah has the potential to upgrade the website via SEO, PPC, and Landing Page experience.</p>	<p>The school's brand images are vital to attracting international students. If one develops a bad name, the consortium overall suffers.</p> <p>Utah's institutions decide that the consortium is unnecessary and markets on their own to international students</p>

Competitor Image Analysis

Study Utah's competition for the recruitment of international students exists on an international scale. Institutions and countries all over the world position themselves as premier destinations for international students. Most notably, the countries of Australia, Canada, and the United Kingdom consistently compete for international students. However, given Utah's unique attributes this analysis will focus on its competitors on a national scale. Competitors were selected based on the geographic similarities to Utah and similar academic offerings. Each competitor contains a domain webpage from which it markets their respective institutions.

Study Utah has identified three successful consortiums within the United States as direct competitors: Study Colorado, Study Hawaii, and Study Oregon. However, given that Study Utah competes with other Western states, this report will feature a future analysis on the following consortiums: Study California, Study Washington, Study Idaho.

Each competitor primarily uses its website and social media content to entice international students. Very rarely do the various consortiums use event marketing as a strategy. To evaluate each competitor, future research will focus on the following attributes:

- Overall website outreach determined by views per month
- Number of International Students in each consortium's institutions
- Types of programs offered in the consortium's higher education schools
- Social Media outreach based on followers and impressions
- Overall landing page experience and design
- Number of available institutions in each state
- Price of Institutions

SITUATION ANALYSIS

Current Distribution Strategies

The consortium's distribution strategy consists of an education and information model. Since the organization is non-profit, there is not a definitive product that Study Utah is trying to sell. Its sole purpose is to inform and attract international students to attend Utah school.

The consortium's only marketing collateral piece is the Study Utah website. It contains a brief description of Study Utah's purpose and the schools associated with the consortium. The website lacks content that promotes Utah's schools as affordable, academically credible, outdoor-friendly, and growth-oriented. From an SEO standpoint, the website contains a few backlinks and is not ranking for any competitive keywords related to attracting international students.

B2B Strategy Analysis

Study Utah's B2B strategy does not exist outside of Utah. The consortium has not partnered with any organizations relevant to attracting international students. This is largely due to the fact that Study Utah has just started as an organization. However, the consortium has successfully reached out to the different members of the Utah schools. All of the schools are on the consortium's list of representatives. Study Utah has done a good job of maximizing partnerships with the state it represents.

Future B2B strategies could be built to create partnerships with national and international organizations who work with international students. This is where Study Utah needs vast improvement towards its current B2B Strategy.

Public Relations Strategy Analysis

Study Utah is a consortium of 10 higher education institutions and it's run by a volunteer representative from each institution. The organization does not have any paid employees or a PR/marketing department. The consortium does not utilize any marketing agencies for content development. However, Study Utah does have a web designer on retainer who helped build the initial website and makes changes based on the consortium's requests.

Because Study Utah is entirely volunteer-based, it is difficult to maintain and produce content on a consistent basis. This remains a major weakness of the organization. Even with the representatives from each Utah school, there is no definitive organizational structure on how Study Utah will produce future content.

Study Utah Evaluation Methods

The consortium does not have any evaluation methods for its performance. There are no measurement standards to attract international students. The two major reasons that exist for this discrepancy are the organization's lack of cohesion at the moment and the organization's beginning stages of its development.

While the goal of Study Utah is to position Utah and its school as an attractive prospect for international students, measurements for this goal do not exist within the organization. Future IMC plans will take into consideration Study Utah's overall goal and an appropriate measurement for the organization to measure success.

TARGET MARKET RESEARCH

Study Utah's primary goal is to attract international students to participate in the various higher education schools and training programs within the state of Utah. To achieve this goal, the consortium's strategies include a collective effort of developing, promoting, and distributing marketing materials that serve the needs of all members.

Its current target market includes a wide variety of international students. Because the consortium's only marketing material is the website, the current target audience is extremely broad. This does fit within the consortium's overall goal of attracting as many students as possible to attend any of Utah's schools. Also, because the consortium is made up of several schools, it is important to target a broader audience as each school offers its own unique experience and education styles.

As a result of the consortium's complexity, this report will seek to ascertain how international students view the state of Utah as a destination for higher education. To determine an accurate analysis of Study Utah's target audience, this report will feature primary and secondary research to discover the target market demographics, psychographics, and their perceptions of studying in Utah. Primary research includes a focus group and statewide survey sent to international students in each of Utah's higher education schools. Secondary research includes general perceptions and concerns of international students studying in the United States.

Utah International Student Survey and Focus Group

In order to achieve and demographic and psychographic analysis of Study Utah's target market, two surveys were developed featuring quantitative and qualitative methods. To cultivate a successful image of Study Utah's target market, a quantitative survey was sent to international students currently studying at Utah schools. The intended purpose was to ascertain their basic demographic and psychographic info, as well as their overall perceptions of Utah and its schools. To distribute the survey, a Google form was created and sent via email to each of Study Utah's representatives and their corresponding schools. A focus group survey was also performed on current international students studying in Utah schools featuring qualitative research methods. Both survey questions and its results can be viewed in Appendix A and B of this document.

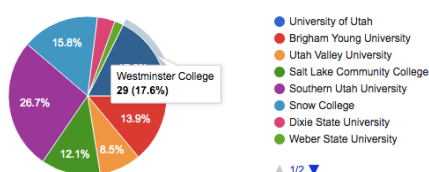
Demographic Results and Analysis

The survey and focus group features 170 respondents from international students from each of the Utah higher education schools with the exception of the University of Utah and Utah State University. Below is a screenshot of the percentages of students from Utah schools:

Figure 1a

What University/College are you currently attending?

165 responses



TARGET MARKET RESEARCH

Target Market Demographic Results and Analysis

Age

Data from the survey and focus group indicate that most of the international students are in the 18-21-year-old range. However, given that the consortium will most likely be targeting prospective international students, this report recommends that the target market's age range be increased to 16-24. This will account for any younger prospective students while maintaining an appropriate gap for any older students looking to study abroad.

Gender

Fifty-four percent of the respondents are female. Forty-four percent are male. Point six percent decided not to reveal their gender. To reach the consortium's overall goal of increasing international enrollment, this report advocates a target audience that consists of both male and female individuals.

Marital/Family Status

Ninety-six percent of the surveyed international students are not married and ninety-eight percent do not have children.

Home Country

The survey indicates a very large variety of home countries for the respondents. Every continent is represented within the survey. However, the majority of respondents are from Asia and its countries.

Major Field of Study

Overall the study consists of a very wide variety of majors. However, the Engineering and Business degrees dominated the types of majors submitted by international students. The types of Engineering majors varied from industrial to technological. Business degrees included management, accounting, and marketing.

Previous Studies

Eighty percent of the surveyed students stated that they have previously studied in their home country before they came to Utah.

Degree Certification Type

Sixty-four percent of the international students are studying to complete their Bachelor's degree. Twenty-three percent are completing their Associate's degree. The rest of the percentages are split into advanced degrees and English speaking certifications.

Previous Degrees, Certifications, or Diplomas

Forty-eight percent of the respondents did not have a previous certification or degree while forty-two percent did. Nine percent were unsure if they had received a prior degree.

TARGET MARKET RESEARCH

Psychographic Results and Analysis

The psychographic analysis of the target audience will feature data from the survey on Utah schools as well as secondary sources featuring nationwide surveys on international students. To develop a psychographic profile of international students, this report utilizes a secondary source from the International Student Survey formulated by Enrollment Solutions. The following statements are key findings of the surveyed respondents (International Student Survey, 8):

- Course choice continues to be the main driver of decisions on institution and location. When choosing a course, subject and country, the majority (68%) of prospective students will choose course first (International Student Survey, 8).
- Teaching quality is critical. Prospective students say that information about teaching staff is the most influential marketing communication they receive (International Student Survey, 8).
- Prospective students are most worried about the cost of living and being able to afford their tuition fees. Having a friend or family member in their destination would be the biggest factor in reducing their worries but having more information about local culture and customs would also help alleviate concerns. (International Student Survey, 8).
- Being safe and welcoming for international students, offering institutions with high-quality teaching, and affordability are the major factors influencing the choice of country and city (International Student Survey, 8).
- Education agents are seen as trusted sources of information, and useful in helping prospective students reach their study destination, but they are not seen as particularly influential on the choice of course and institution and are again ranked least most important influencer, after parents, friends, other family, career counselors, and employers (International Student Survey, 8).
- Students again make it very clear that they themselves are the most important decision-maker, a point which we believe again highlights the need for international student recruitment to be personalized, student-centric and based on the best available data (International Student Survey, 8).
- The most important factor in choosing a course is that it leads to the prospect's chosen career. High-quality teaching and affordability are the next most important factors (International Student Survey, 8).

Primary Research Psychographic Analysis

The survey on Utah's international students indicated a strong concern with the overall cost of studying abroad. Quality of education was also another very essential theme for international students when deciding to study in their current institution. There is a very positive perception of the quality of education in the US from the international community. Many international students attend US schools for this reason. Overwhelmingly, the survey indicated the international perception that US education was inherently better and would give students a better chance to advance themselves in their home country or get a job in the US.

TARGET MARKET RESEARCH

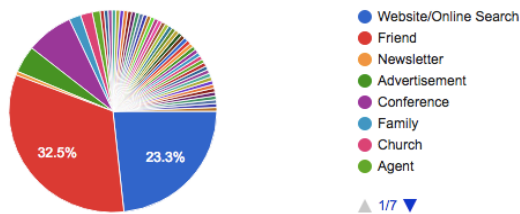
International Perceptions of Utah

The majority of respondents from the Utah International Student Survey heard about their current institution from a friend or a website/online search.

Figure 1b.

How did you hear about your current institution in Utah?

163 responses



The overall perceptions of studying in Utah seem to be positive. Religion seems to be a major factor for some international students to come to Utah. This is largely due to the heavy LDS influence within the state. However, the survey does mention a few negative reactions to the LDS presence in the state.

The Utah school's various programs and quality of education remain a top factor of why students chose to study in the state. Cost dominates as one of the most important factors as to why international students choose to study in Utah. This fact can be noted when comparing the cost of Utah's institutions to its competitor states across the US.

The survey also indicates safety as another important factor in studying at Utah's schools. A large number of students commented on the safety and quietness of the state as an advantage. Students described the people of Utah as welcoming and very friendly. Along with Utah's safe and welcoming image, the respondents also mentioned the overall environment on a driving factor for attending Utah schools.

TARGET MARKET RESEARCH

Tarket Market Consumer Profiles



Name: Fei Hong

Nationality: China

Age: 18

Gender: Female

Status: Single

Profile:

Fei is a graduate of her secondary education program in Beijing and is looking to advance her knowledge of software engineering and learn English. She wants to attend a quality software engineering program at an American university. Fei does not want a lot of distractions while studying. She would like to use her degree to get a job in the United States.

Concerns:

Cost of tuition. Learning the language. Cultural differences. Overall safety. Job opportunities.



Name: Jose Luis Perales

Nationality: Mexico

Age: 22

Gender: Male

Status: Single

Profile:

Jose is collegiate student at a local university in Veracruz, Mexico. He wants to advance his expertise in business and is looking at the United States for potential university options. He wants to attend a program that will give him a reputable experience in business management. His overall goal is to return to Mexico and start his own business.

Concerns:

Cost of living. Teaching quality. Safety.

GOAL AND OBJECTIVES

The Study Utah consortium's overall goal is to attract the international student population to attend the state's various schools. Its mission statement is "to position the State of Utah as the destination of choice for students from around the world thereby improving the visibility and global competitiveness of the State's institutions of higher learning, and expanding the State's services exports" (studyutah.org). To achieve this goal, Study Utah's strategies include a collective effort of developing, promoting, and distributing marketing materials that serve the needs of all members.

This document features a comprehensive set of goals, objectives, strategies, and tactics for Study Utah to utilize for an integrated marketing plan. Each goal and objective are measurable and outcome-focused. The strategies and tactics focus on building Study Utah's brand and overall outreach to the international student community.

Study Utah Goal

Increase Study Utah's overall visibility to the international student community as a premier destination for studying in the United States.

Objectives

1

Increase clicks and unique visitors to Study Utah's overall domain name by 45 percent between January 2019 and January 2020.

2

Increase impressions and followers for Study Utah's social media platforms by 45 percent between January 2019 and January 2020.

3

Increase Study Utah's brand recognition within the international student community to 65 percent recall as a cost-effective, world-class, and safe option for higher education between January 2019

STRATEGY I

Strategy

Implement the overall brand messaging strategy including Utah's cost of collegiate programs, world-class education, and overall safety throughout all media channels to target the concerns of international students and increase brand recognition.

Tactics

1. Create content (both digital and print) highlighting the world-class education programs offered by each school in Utah.
2. Develop stories of current international students and their experiences within the community in Utah.
3. Create messaging that shows Utah's safety in comparison to other states. Use relevant studies to provide evidence for claims.
4. Highlight statistics showing cost comparison between Utah schools and other competitor institutions.
5. Create infographics and visual content that highlights one or all components of the brand messaging strategy.

STRATEGY II

Strategy

Optimize existing digital media assets (studyutah.org) to maximize views from international students via SEO (search engine optimization) and PPC (pay per click) strategies.

Tactics

SEO Tactics:

1. Email each of Utah's higher education schools asking for backlinks to the Study Utah domain.
2. Capitalize and rank for brand name keywords on the Google SERP (search engine results page). Brand name keywords will include any phrases or broad modifications of Study Utah.
3. Update the existing landing pages for each of Utah's schools by adding more content on what programs they offer and general information.
4. Analyze competitor's domains and their top-ranking keywords relevant to the target market audience.
5. Develop new landing pages in blog/informational style for the studyutah.org domain with a focus on high search and relevant keywords to studying in the United States.

PPC Tactics:

1. Create a Google Adwords account with daily ad spend budget.
2. Identify popular international student keyword queries.
3. Create Text, Display, and Visual ads to encourage the target audience to view the website and the various Utah school's website.
4. Create a Facebook manager account with daily ad spend budget for the target market.
5. Use Facebook to specifically target students in other countries within a certain age.
6. Create video, picture, and carousel ads encouraging potential students to view Study Utah's website plus Utah school websites.
7. Create conversion strategy where Facebook optimizes for visits to studyutah.org

STRATEGY III

Strategy

Maximize brand awareness from the international student community by optimizing social media platforms (Instagram, Facebook, Twitter) and building out overall followers, views, and impressions.

Tactics

Instagram Tactics:

1. Create or outsource content for Instagram videos, stories, and pictures.
2. Showcase visuals using community, quality of education, safety, and cost as themes for content.
3. Develop a consistent schedule for posting content
4. Create hashtags highlighting the brand messaging strategy
5. Encourage user-generated content for prospective international students via a scholarship contest for the best visual.
6. Respond to user inquiries and comments.

Facebook Tactics:

1. Create or outsource content for Facebook videos, stories, and pictures.
2. Create Facebook page for the Study Utah Consortium.
3. Build out following base by following current international students studying in Utah.
4. Incorporate user-generated stories and posts about Utah's higher education programs.
5. Respond to user inquiries and comments.

Twitter Tactics:

1. Create or outsource content for Twitter messaging, pictures, tags, and other visuals
2. Use brand messaging as content for tweets.
3. Respond to user inquiries and comments.

CREATIVE STRATEGY

Creative Strategy and Marketing Tools

The IMC creative strategy will highlight Study Utah's brand messaging strategy of cost, quality of education, and safety throughout its marketing assets. To create familiarity with the target audience, the plan will use current international students as "influencers" and feature them on the website and social media platforms. The plan will create stories around Utah's community and its overall safety. Programs from each of Utah's institutions will be promoted on each medium.

To maximize the overall reach of Study Utah, this plan advocates a digital marketing approach. Since most of the target market consumes information about American schools from digital means, the marketing strategies will focus on increasing Study Utah's online marketing capabilities. Social media content creation, blog creation, target market keyword research, and website optimization will constitute the bulk of marketing tactics.

Brand Positioning Statement

Positioning Utah as "the destination of choice for students from around the world" means developing and distributing a brand strategy of differentiation from its competitors. According to target market research on the international student community, there is a very high demand to attend colleges and universities in the United States. Because of this demand, there is a high level of competition from other states and their schools.

Primary research on international students who are currently studying in Utah indicate three major reasons why they choose to study in the state:

- Cost
- Quality of education
- Overall safety within the community

Brand Positioning Statement:

Based on this information, Study Utah will incorporate the following brand positioning statement to maximize differentiation and its ability to attract international students:

"Study Utah is a not-for-profit state-run consortium that seeks to position Utah as a first choice destination for international students and professionals. Through collaborative marketing efforts, Study Utah showcases its schools' world-class education programs, emphasizes a safe community in which to learn, and provides an overall cheaper option compared to other states' education programs."

Unique Selling Proposition

Study Utah's unique selling proposition will be based on the IMC's brand positioning. To add a level of differentiation from its competitor states, Study Utah will emphasize its lower cost world-class education programs within a safe environment. Study Utah's USP will combine all three:

"Welcome to Utah! World-class education programs, low costs, and a safe community to learn."

BUDGET AND ADVERTISING

Marketing Budget

Each school is required to contribute \$4000 dollars per year to be part of the Study Utah consortium. For realistic purposes, a conservative estimate of \$2000 per year will be the total sum for the yearly marketing budget. The consortium does not have an in-house marketing team and relies on volunteer work and outsourcing to a developer for its website. Since the creative strategy and bulk of the IMC plan will be conducted on a digital marketing platform, the budget will be allocated to creating content for digital purposes and to the developers in charge of uploading the content on a consistent basis.

Total Yearly Budget: \$2000

Amount Spent: \$600 **Source:** Developer **Tools:** Consistent uploads of new content/optimizations for domain

Amount Spent: \$400 **Source:** Volunteer/Student/Creative Outsource **Tools:** Image and Video Production

Amount Spent: \$100 **Source:** SEO Keyword Research and Page Optimization **Tools:** Ahrefs, Moz, and Google Keyword Trends

Amount Spent: \$400 **Source:** Volunteer/Student/Creative Outsource **Tools:** Written content production for digital mediums

Amount Spent: \$500 **Source:** Volunteer/Student/Creative Outsource **Tools:** Consistent uploads of new content for social media

One Year Study Utah Advertising Schedule

January 2019

1. Create Social Media Channels on Facebook, Twitter, and Instagram
2. Acquire visual/video content from Utah schools/creative personnel
3. Assign/hire developer for updating website content
4. Assign/hire coordinator for posting on social
5. Outsource Google Ad/ Facebook Ad campaigns to Marketing departments of Utah schools or current students
6. Implement Brand message (cost, safety, community, and world-class education) throughout existing mediums
7. Post brand messaging content on each medium weekly via Blog, Tweet, Facebook story, and Instagram post

February 2019

1. Post brand messaging content on each medium weekly via Blog, Tweet, Facebook story, and Instagram post
2. Post one story of a current international student on Facebook with Instagram and Twitter link.
3. Post 1 blog with a high volume keyword related to international students
4. Highlight an exceptional program within Utah schools and an international student's experience with it

BUDGET AND ADVERTISING

One Year Study Utah Advertising Schedule

March 2019 - June 2019

1. Post brand messaging content on each medium weekly via Blog, Tweet, Facebook story, and Instagram post
2. Post 1 story of a current international student on Facebook with Instagram and Twitter link.
3. Post 1 blog with a high volume keyword related to international students
4. Post multi-medium content on Utah school cost-effectiveness compared to other states
5. Post mutli-medium content on Utah's community and its overall safety
6. Post mutli-medium content on Utah's overall community and friendliness
7. Post mutli-medium content on the world-class educational programs that Utah schools offer
8. Optimize website for branding level keywords

July 2019 - September 2019

1. Post brand messaging content on each medium weekly via Blog, Tweet, Facebook story, and Instagram post
2. Post 1 story of a current international student on Facebook with Instagram and Twitter link.
3. Post 1 blog with a high volume keyword related to international students on domain site
4. Optimize website for branding level keywords

October 2019

1. Post brand messaging content on each medium weekly via Blog, Tweet, Facebook story, and Instagram post
2. Post 1 story of a current international student on Facebook with Instagram and Twitter link.
3. Re-assess competitor content
4. Post 1 story of a current international student on Facebook with Instagram and Twitter link.

November 2019

1. Post brand messaging content on each medium weekly via Blog, Tweet, Facebook story, and Instagram post
2. Post 1 story of a current international student on Facebook with Instagram and Twitter link.
3. Re-assess competitor content
4. Post 1 story of a current international student on Facebook with Instagram and Twitter link.

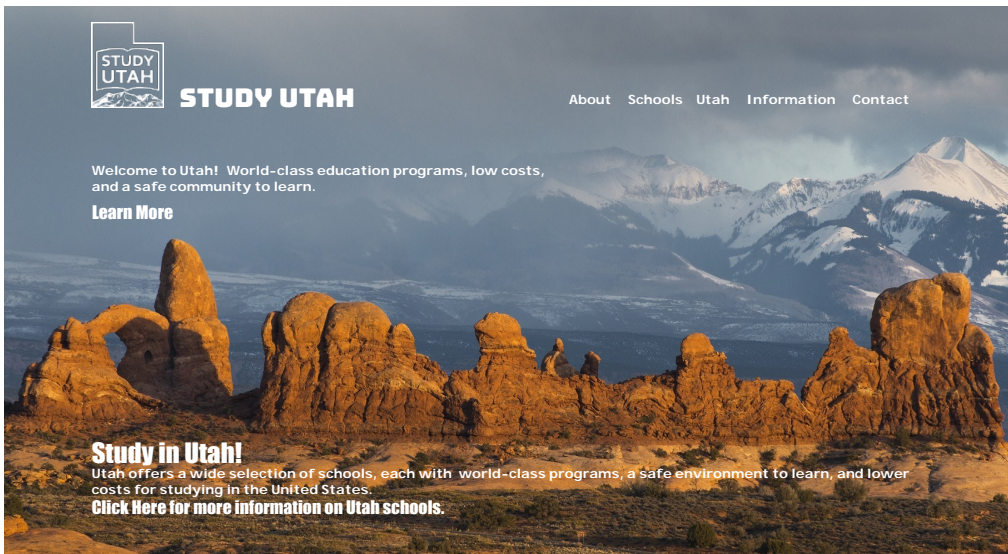
December 2019

1. Evaluate overall social media, website, and digital marketing impact.

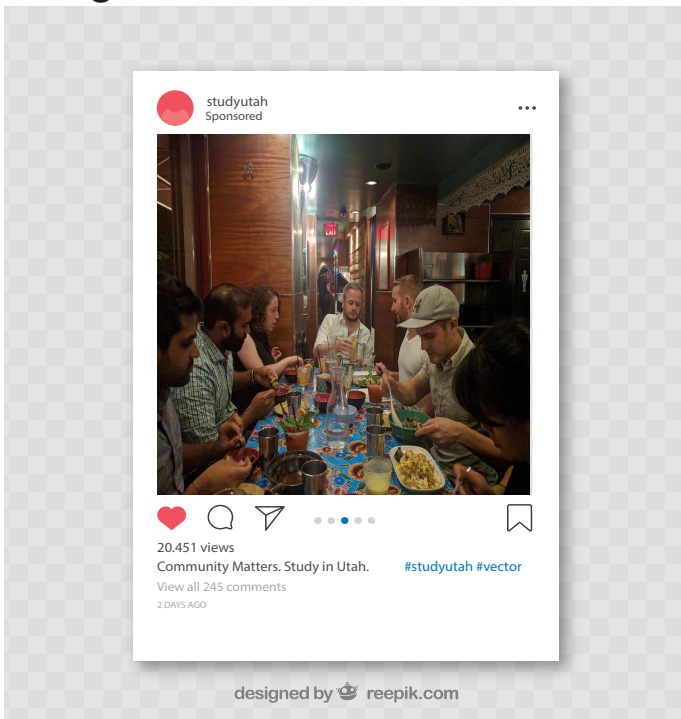
MARKETING COLLATERAL

Below are sample marketing collateral pieces for Study Utah to include in their future advertising content. Three pieces were developed to showcase social media and website examples.

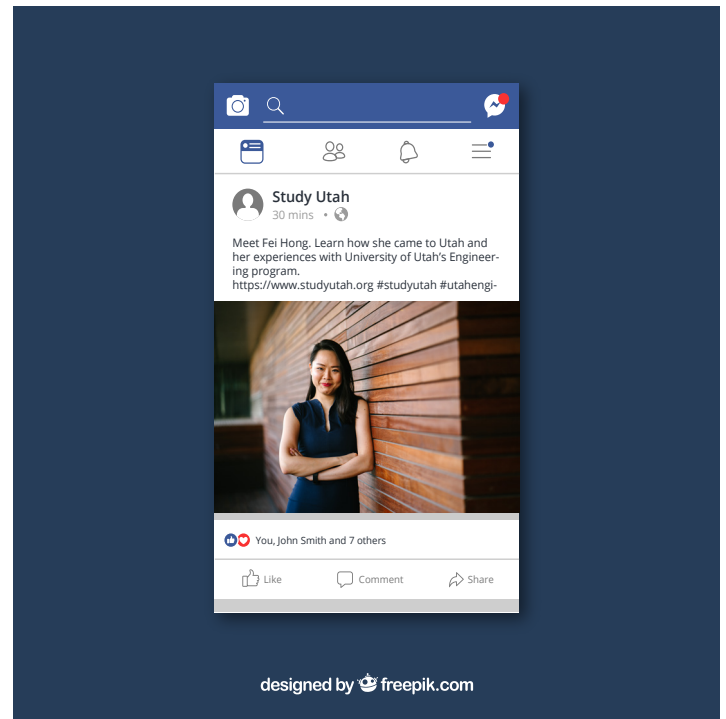
Website Domain Collateral



Instagram Collateral



Facebook Collateral



EVALUATION PLAN

Protocols for Measuring Objectives

Objective 1:

Increase clicks and unique visitors to Study Utah's overall domain name by 45 percent between January 2019 and January 2020.

Criteria: Clicks and unique visitors to Study Utah's website domain grows via a month by month progression between January 2019 and January 2020 until a 45 percent increase is met.

Tools: Multiple SEO tools can be used by Study Utah to measure the domain's clicks and unique visitors. These include Ahrefs, Moz, and Hotjar. The recommended tool for Study Utah to utilize is Google Analytics. Google Analytics can provide time-based data for unique visitors and clicks in daily, monthly, or yearly periods.

Template for Data Collection:

To record data from the various tools measuring clicks and impressions for the Study Utah domain, Excel/Google spreadsheets can be used. Analytics, Moz, Ahrefs, and Hotjar each have a downloadable feature to implement data into spreadsheets.

Objective 2:

Increase impressions and followers for Study Utah's social media platforms by 45 percent between January 2019 and January 2020.

Criteria: Impressions and followers for Study Utah's social media platforms grow via a month by month progression from January 2019 to January 2020 until a 45 percent increase is met.

Tools: To measure the growth of impressions and followers for Study Utah's social media platforms, this report recommends a social media tracking tool known as Sprout Social. The tool has the ability to track data on every social media platform in a time-based system.

Template for Data Collection:

To record data from Sprout Social, visual graphs from the tool itself can be used. Downloadable spreadsheets into Google/Excel and visual data can also be uploaded from Sprout Social.

EVALUATION PLAN

Protocols for Measuring Objectives

Objective 3:

Increase Study Utah's brand recognition within the international student community to 65 percent recall as a cost-effective, world-class, and safe option for higher education between January 2019 and January 2020.

Criteria: Study Utah's brand recognition within the international student community steadily increases month by month between January 2019 and January 2020 until a 65 percent recall of the brand is met.

Tools: To measure brand recall from the international student community, three surveys will be sent to the prospective international student community and the current international students in Utah. Surveys can be sent from a number of ways including, Google forms, CTAs to a Study Utah survey page, and paid agencies targeting prospective international students.

Template for Data Collection:

Surveys created with online tools such as Google forms automatically graph information and data into percentages and other categories. The surveys sent to prospective international students should feature questions related to overall awareness of Utah, Utah's higher education schools, and Study Utah.

Timeline for Evaluation

January 2019

1. Measure clicks, unique visitors, followers, and impressions of Study Utah's digital assets on a weekly basis
2. Import data to the spreadsheet
3. Conduct an initial survey of the international student community for brand recognition

February 2019 - December 2019

1. Measure clicks, unique visitors, followers, and impressions of Study Utah's digital assets on a weekly basis
2. Import data to the spreadsheet
3. Conduct a mid-review survey to the international student community for brand recognition in July 2019

January 2020

1. Measure clicks, unique visitors, followers, and impressions of Study Utah's digital assets on a weekly basis.
Import data to the spreadsheet.
2. Conduct an end-of-campaign survey to the international student community for brand recognition.

CODE OF ETHICS

Code of Ethics Recommendations

To implement this IMC plan from an ethical standpoint with honest communication and moral practices, this report recommends the following guidelines for Study Utah to follow:

1

Follow the Academic Code of Ethics of each Utah school

In order to successfully represent Utah schools, Study Utah must adhere to the ethical standards put forth by each of the Utah schools. This entails fierce student confidentiality, respectful communication, and positive behavioral practices. Each code of ethics should be reviewed and signed off by the current members of Study Utah.

2

Be Objective

It is essential that Study Utah adopts a perspective of objectivity. This will prevent bias and conflict of interests. Because Study Utah is a consortium, managing conflict of interests with competing schools for international students will be an integral part of maintaining an ethical standard.

3

Adhere to Credible and Honest Communication.

When communicating with the target audience and other groups, it is imperative that Study Utah practice transparent and honest communication techniques. This requires the communication of accurate and candid information especially with studies and reports involving international students.

4

Inclusive Communication

Because the target market is made of several ethnic and racial groups, Study Utah must exercise a judicious approach to non-bias communication standards. Racial slurs, stereotypes, and ethnic prejudice are all unacceptable forms of communication.

CONCLUSION

Study Utah's consortium has an opportunity to increase its reach into the prospective international student community. The Study Utah Integrated Marketing Plan offers a strategic and measurable approach to attracting students through extensive research, savvy branding, objective ideas, and careful evaluation tactics. With the implementation of an optimized website, engaging brand messages, a social media presence, and a measurable evaluation template, Study Utah has a chance to greatly increase Utah school's international student enrollment.

APPENDIX A

Qualitative Focus Survey (Performed on 12 current Utah international students)

Questions:

1. What have you heard about the state of Utah?
2. What was your perception of the Utah schools before you came?
3. Why did you choose Utah to study?
4. How did you hear about your school?
5. What attracted you to attend the school?
6. What was/is your overall goal of coming to Utah for education?
7. What program are you currently enrolled in?

APPENDIX B

Current International Student Survey (Sent to 165 Utah international students):

Complete results can be found on the Google Form: https://docs.google.com/forms/d/14lTriIdmRxJzIi6M_CxK-Lon5fy1x8flnSbzrjeqLn3g/edit#responses

Questions:

- What is your age?
- What is your marital status?
- Do you have children?
- What is your home country?
- What is your major field of study?
- For which degree, certificate, or diploma are you currently studying for?
- What University/College are you currently attending?
- What is your gender?
- Prior to studying at your current Utah institution, where have you studied?
- Did you have any degrees, certificates, or diplomas prior to enrolling in a Utah school?
- Did you apply for institutions in the United States outside of Utah?
- What was the most important factor in deciding to study in the United States?
- How important were the following reasons for applying to study at your current institution?
- How did you hear about your current institution in Utah?
- What was the most important factor for your decision to study in Utah?
- What do you like about studying in Utah?
- What were your concerns when applying to study in Utah?
- What are your overall goals once you finish your studies?