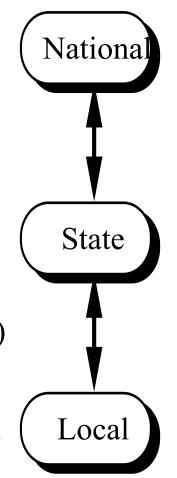
Strategic Marketing Process

Process:

- 1) Develop the themes
 - ...vision statement
 - ...measureable objectives
- 2) Market research
 - ...identify constituencies
 - ...determine attitudes
- 3) Shape market (and objectives)
 - ...Strategic plans at each level
 - ...build networks
 - ...use consultants as necessary



...UM, UC, Cornel ...One Dupont Circ

...PCSUM ...Citizens' Counci ...UMAA

...Campus ...Community