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

National

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

State

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

Local

...Campus
...Community