Marketing Module

Presenter's Guide

This module is intended to give the board member a better understanding of organizational marketing.

Objectives

- Executive board members will better understand the definition and importance of local marketing and actively support agents' marketing efforts.
- Board members will demonstrate their understanding of the importance of branding and consistency by using the K-State Research and Extension logo and slogan, along with marketing and style guidelines.
- Board members will become familiar with the marketing process through the marketing plan worksheet and will encourage agents to complete a marketing plan.

Resources Needed

- PowerPoint presentation *"Marketing K-State Research and Extension: The local connection"* and *PowerPoint presenter's notes*
- *Marketing plan worksheet*
- *SWOT analysis activity*
- *Marketing and communications summary*
- *Geary County or River Valley District marketing plan* (county or district plan, as appropriate)

Module outline

- Review Objectives.
- Introduce marketing and the marketing plan worksheet.
  1. Present *PowerPoint: "Marketing K-State Research and Extension: The local connection."*
  2. See "*Marketing K-State Research and Extension: Helping Kansans make their lives better.*"
- Have board members participate in SWOT analysis activity for their own county or district.
  1. Depending on the number of participants (and time), you may want to break into two or four groups and assign each a part of the analysis.
  2. If board members have trouble coming up with ideas, refer to the *"Metropolitan marketing and communications summary"* or *sample marketing plan.*
  3. Work with them through the process.
  4. Share among groups.
  5. Close the discussion by handing out a copy of Geary County's marketing plan (for county boards) or River Valley District's plan (for district governing bodies) as illustrations.

- **Optional: For more in-depth discussion**
  Refer participants to the board leadership training Web site.
  1. Highlight references on the board leadership training site.
  2. Emphasize the resources offered by K-State to help with marketing efforts (see *Department of Communications Organizational Resources* as well as *K-State Research and Extension Marketing*).
  3. Board members should be made aware of guidelines for organizational consistency. (See "*K-State Research and Extension minimal expectations for marketing"* and "*K-State Research and Extension Communication and Style Guide*.")

For Additional Information

- Extension Board Leadership Site – Marketing: *http://isis.oznet.ksu.edu/BoardLeadership/DesktopDefault.aspx?tabindex=73&tabid=503*
- "Perceptions of K-State Research and Extension Program Among Kansans, 2000": *www.oznet.ksu.edu/marketing/documents/2000Perceptions.pdf*
- "Marketing Plan Worksheet" with directions: *www.oznet.ksu.edu/boardleadership/DesktopModules/ ViewDocument.aspx?DocumentID=3033*