Tagline & Purpose Proposal

For the WWU Marketing Program
Brought to you by the AIMC Class 2022
Setting the stage

• Focus group with AIMC class
• 2 levels to the focus group
  1. Content Editors and Executive Team- drafted top 3 tagline options and top 2 purpose options
  2. Content Creators- voted on drafted options + proposed any new ideas
Purpose of this Proposal

- Lack of documentation within the program about our purpose and our tagline
- Clarify the WWU MKTG Program's purpose statement and tagline for future classes
- Opportunity for us to practice & present our IMC principles
- Leave the Marketing program in a better place than we entered
What we were aiming for in this tagline exercise

SIMPLE - 7 words or less

ADDS VALUE to the Marketing Program

CLEAR - no one should have to guess

Focuses on the benefits of the program

Tells a story
AIMC Workshop in action

Begin with the end-where do we want to see the program in 5-10 years

People- who are the people the program wishes to help

Actions- what actions do we want people in the program to take

Results- what results are we promising to people in the program

Emotions- what emotions do we want to evoke about the program
Some of the PEOPLE we wish to help...

- Those who want to be...
  - Creative
  - Innovative

- Those who are...
  - Diverse
  - Passionate
Some of the ACTIONS we want people to take…

We want the **program** to…
- Offer a variety of classes
- More leadership opportunities for students
- More support from faculty

We want **alumni** to…
- Interact/ participate more with the program

We want **students** to get…
- More involved in SMA
Some of the RESULTS that the program promises:

These were discussed in the workshop & include *but are not limited to*...

- Job readiness
- Connections
- Interactive undergrad experience
- Other...
Some of the emotions we want to evoke…

- Joy, happiness, excitement
- Inspiration
- Confidence
- Trust, inclusion, community, acceptance
“Current” Tagline
Inspiring Marketers One Idea At A Time - On LinkedIn Page
WHAT WE CAME UP WITH:

*Survey Results come from the 10 content creators in the AIMC class

TOP 3 TAGLINE SUGGESTIONS

1. Inspiring Innovative Marketers
2. Learn, Experience, Elevate
3. Elevating Marketers
PURPOSE STATEMENT
Current Purpose Statement

Can be found on Finance and Marketing Homepage

Our Missions

Marketing

The marketing faculty provides education in marketing by developing the analytical and critical thinking abilities of students and enabling undergraduates and MBAs to become critical thinkers and gain the ability to manage firms and organizations in the public interest and in a global context. We originate research and serve our college, university, and society at large with professional expertise.

Explore the Marketing Concentration
Other ways the purpose statement has been phrased

- Excellence in undergraduate education that is in the public interest
- Inclusive excellence in marketing education

On wwumarketing Instagram
The many layers of our purpose

Have ALL STUDENTS SEE THEMSELVES IN THE PROGRAM

Diversity, equity, inclusion, access

Career readiness

Critical thinking

Globalization

Sustainability
Benefits of having a CLEAR Purpose Statement

• Grow our community of lovers
  In other words.... Grow our community of supporters for the WWU MKTG Program

• Alignment within alumni passions
AIMC Purpose Workshop

WHY ARE YOU IN THE MARKETING PROGRAM?
• Get to be creative + analytical
• Get to become a marketer
• Make a difference + diversify the marketing world

WHAT DOES THE MARKETING PROGRAM GIVE YOU?
• Connections
• Support (financial)
• Tangible marketing skills
• Preparation for the real world + real world experiences
1. To cultivate an inspiring and diverse community of marketers, so that we can make waves everywhere.

2. To cultivate an inspiring and diverse community of marketers, so that we can innovate everywhere.

WHAT WE CAME UP WITH*:

*Results come from the 10 content creators in the AIMC class.

- Make Waves Everywhere: 7
- Innovate Everywhere: 3
Suggestions for the Future...

ADOPT & INTEGRATE

A tagline and a purpose statement for the marketing program

Place program tagline and purpose statement on

- Printed materials
- Website
- Social Media
- Email footers
- In logo
- Other
WHAT THE FUTURE COULD LOOK LIKE...
The purpose of the WWU Marketing Program is to cultivate an inspiring and diverse community of marketers, so that we can make waves everywhere.
The WWU Marketing Program cultivates an inspiring and diverse community of marketers, so that we can make waves everywhere.

[linktr.ee/wwumarketing]
THANK YOU FOR YOUR TIME!