

## Research Paper #2 – New Campaign for CCSF

For this assignment, you are part of the advertising team at City College of San Francisco. City College of San Francisco is in desperate need of a new advertising campaign to stop the drop in enrollment. Since 2014, CCSF has experienced a 26 percent drop in enrollment, at least 10 percent higher than other California community colleges that are seeing an average of 8 to 15 percent declines in enrollment. This year, CCSF is tuition free for residents living in San Francisco.

City College is asking you to develop a new and fresh advertising campaign. The planning process begins with understanding the student decision making process. Next, communications research is integral. From this research, decisions about the target market and product positioning can be made. Then, communication objectives are formulated, and you will develop a bus shelter campaign to meet your advertising objectives.

**1. Who is CCSF's target market?** There may be student segments that no one is reaching or communicating to. There may be student markets that are being served by competitors, but not very well. Other student markets may be saturated with options. Part of the decision on target markets is the segmentation approach that will be used and the product positioning strategy.

Describe your target market, in detail, using the segmentation approaches discussed in class.

A. Explain the market segmentation approaches you have selected to develop an advertising campaign: (*note: you do not have to use all of these approaches, select the approaches that make the most sense.*)

- Demographics
- Psychographics
- Generations
- Geographic
- Geodemographics
- Benefits
- Usage

## 2. Consumer Decision Making Process

Describe, in detail, each step in the consumer decision-making process as it relates to a student deciding to enroll at CCSF. (need recognition, information search, evaluation, purchase, post purchase)

- A. What problem is a CCSF student solving and what is the recognizable need or want of a student considering enrollment?
- B. How is the student's information search conducted when deciding on a college education
- a. Internal search
  - b. External search
    - a. Define attitude and explain what a student's attitude toward CCSF might be?
    - b. Define core values, and which might a student believe a CCSF education will give them?
    - c. After an information search is completed, students will then evaluate alternatives. Understanding how students evaluate choices helps an advertising team develop materials that lead students to favor a given brand. Explain and give examples of the three models discussed in class to evaluate alternative brands (colleges)
- C. Evoked Set
  - a. Inept
  - b. Inert
- D. Multiattribute
- E. Affect referral
- F. Define and explain what trends are affecting the consumer-buying environment? (age, gender, active lifestyles, diverse lifestyles, communication revolution, experience pursuits, health, etc.) *ie. age- students are going back to college at a later age*

Research Paper #2 – New Campaign for CCSF

**3. Draw a Cognitive Map to demonstrate a student’s “typical” knowledge structure and memories embedded in their brain.**

- *The manner in which your target stores information affects decisions. Knowing how your target stores, retrieves, and evaluates information can help you develop impactful advertising.*

**4. How should CCSF be positioned in this new ad campaign** – Positioning is the perception created in the consumer’s mind regarding the nature of the company and its products relative to the competition. Describe what CCSF’s positioning will be based on your target market. Choose one from the following positioning bases and explain why.

- Product Attributes
- Competitors
- Use or application
- Price/quality
- Product user
- Product class
- Cultural symbol

**5. What is the main communication objective for your new CCSF campaign? Explain why you choose that advertising objectives.**

- Develop brand awareness (let student know CCSF is a great place)
- Increase category demand (explain why getting an AA is so great)
- Change customer beliefs and attitudes (CCSF really is a great place to start)
- Enhance purchase actions
- Encourage repeat purchases
- Build customer traffic
- Enhance firm image
- Increase market share
- Increase sales
- Reinforce purchase decisions

**6. Develop a bus shelter advertisement integrating all of the above information learned about a student.** (attitudes, core values, target market, segmentation, positioning and communication objectives)

- Illustrate on a piece of paper (bring out the color markers or crayons)

---

Last Name, First Name  
Assignment 1: Advertising Research Paper #1  
Marketing 170  
Date



Header
--------

Do not rewrite the question.

Margins: 1”, Top, Bottom, Left & Right (Page layout Tab/Margins/Normal – 1”)

Spacing 1.5 (Home Tab/Paragraph grouping/Line Space & Paragraph Spacing/1.5)

Font: 12 Point & Times New Roman (Home Tab/Font grouping/Times New Roman/12)

I am looking for a DETAILED research paper. No one word answers. Your paper should be at least 3 pages long (not including illustrations)

**Attach Cognitive Map and Bus Shelter ad to the back of your paper.**