

Strategic Planning

Marketing Committee Agenda

Tuesday, July 15, 2008

2:30-4:00 p.m.

Room 161B

Welcome & Opening Statements

Member Introductions

The 9 (maybe 10) P's of Marketing

1. People
2. Position
3. Perception
4. Product
5. Price
6. Percentages
7. Place
8. Promotion
9. Presenter
10. Partnerships

Team Activity – People, Position, Perception & Partnerships (30 minutes)

- Brainstorm
- Identify Resources

Group Presentations

Team Blog – <http://ptcmarketingteam.blogspot.com>