

Strategic Planning

Marketing Committee Agenda

Tuesday, July 17, 2008

2:30-4:00 p.m.

Room 161B

Review of First Meeting

More Introductions

Picking up with the P's of Marketing

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

Team Activity – Product, Price & Percentages (30 minutes)

- Brainstorm
- Identify Resources

Group Presentations

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