

# MARKETING COMPASS NEWSLETTER CREATIVE STRATEGY



## SQUAD 6

Quinton McClannan, Tyler Noonan,  
Amy Oblander, Karolyn Wooley

WESTERN WASHINGTON UNIVERSITY  
MARKETING PROGRAM

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# BRAND & PRODUCT NAME

## BRAND NAME

Western Washington University  
Marketing Program

## PRODUCT NAME

Marketing Compass

Guiding alumni to helpful and career savvy  
resources



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# IMC CAMPAIGN PURPOSE

**To foster** engagement and inclusive excellence among alumni in the marketing discipline.

**To attract** diverse alumni who represent the community around us.

**To cultivate** and enhance alumni engagement, empowering them with the essential skills and knowledge needed to thrive in their future professional endeavors.

**To enrich** the alumni experience by creating an informative newsletter.

# MARKETING PROGRAM PURPOSE

To engage, educate, and nurture a successful and diverse community of marketers so that our students and alumni can forge connections between the marketing program, marketing industry, and society at large.

# BRAND VALUES

<b>INCLUSION</b>	<ul style="list-style-type: none"><li>• <b>Diversity:</b> Creating an inclusive community that actively represents and values all identities.</li><li>• <b>Equity:</b> Creating a fair and just environment that provides equal opportunities and resources for all individuals.</li><li>• <b>Inclusion:</b> Inclusive excellence through fostering a safe and welcoming environment that empowers the uniqueness of individuals.</li></ul>
<b>EXCELLENCE</b>	<ul style="list-style-type: none"><li>• <b>Professionalism:</b> To lead by example as industry professionals.</li><li>• <b>Service:</b> To provide value to students and society through social responsibility.</li><li>• <b>Expertise:</b> To use our knowledge to help grow and connect with skilled alumni in the marketing field.</li><li>• <b>Excellence:</b> Career readiness and industry engagement with the alumni network in pursuit of high quality/excellent work.</li></ul>
<b>INNOVATION</b>	<ul style="list-style-type: none"><li>• <b>Creativity:</b> Marketing provides students the opportunity to create interesting, out of the box solutions.</li><li>• <b>Critical Thinking:</b> To stimulate the practice of problem-solving and the application of knowledge.</li></ul>
<b>COMMUNITY</b>	<ul style="list-style-type: none"><li>• <b>Access:</b> Ensuring that every offering is available and thoughtfully designed to accommodate the diverse needs of every individual.</li><li>• <b>Service:</b> To provide value to students and society through social responsibility.</li><li>• <b>Sustainability:</b> To honor the environment in our process and be mindful of our impact.</li><li>• <b>Belonging:</b> All students and professionals see themselves in the program.</li></ul>

# TARGET MARKET DESCRIPTION EARLY CAREER ALUMNI

## EARLY CAREER ALUMNI | GRADUATED 1-10 YEARS AGO

### Demographics

**Age:** 22-35  
**Gender:**  
**Ethnicity:**  
**Household Size:** 1-3  
**Education:** Graduated with Bachelor's degree within the past 10 years  
**Occupation:** employed and working in the marketing industry  
**Mean Income:** \$46,000 (2023 Data)  
**Median Income:** \$48,000 (2023 Data)  
**Income over time:** \*Appendix 1



### Psychographics

**Values:** integrity, excellence, curiosity, innovation, creativity, passion, productivity, freedom, growth, dedication  
**Attitudes:** Strong affiliation to the WWU Marketing Program/ Willing to engage  
**Lifestyles:** outdoors Northwest lifestyle, some more metropolitan.  
**Interests:** Finding career opportunities and building a professional network

### Geographics

Greater King County Area  
**King:** 585  
Pierce: 62  
**Snohomish:** 130  
Thurston: 33  
**Whatcom:** 169

# TARGET MARKET DESCRIPTION EARLY CAREER ALUMNI

## EARLY CAREER ALUMNI | GRADUATED 1-10 YEARS AGO

**Usage Rate**

Urgent for connections, networking and career opportunities

**Usage State**

Advocate, loyal, periodically

**Benefits Sought**

Admiration, Desire, Confidence, Pride, Happiness

\*<https://oie.wvu.edu/employment-security-wage-data/>. Data from 2024. Date Verified and Accessed  
03/03/2025

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# PROBLEM

The Marketing Program is not seeing the level of alumni engagement they hope to see. The client would also like to create a welcoming community and a space for alumni.

Engagement is defined for the client as:

- Liking, commenting, reposting, viewing any posted content on social channels
- Attendance of Marketing Program related events like the Holiday Mixer, Career Launch & other events
- Being guest speakers & participating in things like podcasts, newsletters, videos
- Donors on Give Day

# PROBLEM STATEMENT: EARLY CAREER ALUMNI

## Current Alumni #1:

I'm a first generation alumni and I am trying to reconnect with the marketing program to rebuild my connections but I don't know how to do so because there are not resources available which makes me feel discouraged and disappointed.

## Current Alumni #2:

I'm a recent graduate of the marketing program and I am trying to stay connected to my professors and colleagues but I don't have time reach out personally because I am working a demanding job, which makes me feel stressed, overwhelmed, and alone.

# USER STORY

## EARLY CAREER ALUMNI

### Alumni Story #1

As a recent marketing alumni

Like John Smith

Who wants to stay connected with the marketing department

So that he can keep in touch with his professors at WWU.

### Alumni Story #2

As a first generation marketing alumni

Like Alisa Miller

Who wants to stay connected

So that she can see what the marketing program is doing to help them

# USER JOURNEY: EARLY CAREER ALUMNI

	<u>Stage 1</u> Wants to reconnect	<u>Stage 2</u> Views the Newsletter	<u>Stage 3</u> Subscribes to Newsletter	<u>Stage 4</u> Consistent Reader
User Goals	Staying connected with WWU	Seeing if this is a good connection	Continue learning from news letter and interacting	Becoming fully involved with the college and attending events
User Problem	Navigating social media and LinkedIn	Unsure how to subscribe	Does not read/interact with news letter	Does not check email once they have gained enough info
User Mindset	How do I connect back with the marketing program?	What are the current students doing now?	I wonder what new professors are teaching?	Sense of accomplishment and happiness

# USER JOURNEY: EARLY CAREER ALUMNI

	<u>Stage 1</u> Wants to reconnect	<u>Stage 2</u> Views the Newsletter	<u>Stage 3</u> Subscribes to Newsletter	<u>Stage 4</u> Consistent Reader
User Emotions	Frustration	Interested	Excited	Satisfied
Current User Actions	Navigating social media and LinkedIn connections	Opening and reading the newsletter, playing the game	Subscribing to the newsletter	Attend alumni events, use WWU resources
Current Brand Touchpoints	Program website and social media	Program landing page, media mix	Subscribing to the newsletter	Be featured on the newsletter, guest talks

# PRODUCT MKTG MIX

## PLACE STRATEGY

### Place Strategy

Hybrid consumer product and consumer service.

### Distribution Method

Direct distribution through Hubspot to consumer email. As well as posting as a blog on the WWU Marketing LinkedIn page.

### Distribution Intensity

Exclusive distribution to WWU students and alumni.

### Channels

Direct-to-consumer email, Instagram, Facebook, LinkedIn.

# PRODUCT MKTG MIX

## PRICE STRATEGY

### Price Strategy

Our newsletter follows a freemium pricing model, offering the core content for free while guiding readers toward paid opportunities, such as Give Day.

# PRODUCT MKTG MIX

## PRODUCT STRATEGY

### Product Strategy

A newsletter featuring updates on current events, resources, student and professor spotlights, and program news within the marketing program.

Customer Benefits Sought	Product Physical Features	Product Intellectual Advantages	Product Emotional Benefits
<b>Admiration</b>	Current student and professor highlights	Highlights and achievements of student, school, and professor achievements	<ul style="list-style-type: none"> <li>• Joy</li> <li>• Happiness</li> </ul>
<b>Desire</b>	Including a spotlight section to highlight marketing classes offered, faculty involvement, and department events.	Excitement towards applying personal interests and skills in a professional setting.	<ul style="list-style-type: none"> <li>• Motivated</li> <li>• Excited</li> <li>• Inspired</li> </ul>

# MKTG MIX FAB PIE

Customer Benefits Sought	Product Physical Features	Product Intellectual Advantages	Product Emotional Benefits
Confidence (Price)	Resources and networking	Insight on networking opportunities and student alumni connection opportunities	<ul style="list-style-type: none"> <li>• Confident</li> <li>• Prepared</li> </ul>
Pride (Place)	Professor testimonial	Highlights of student, school, and professor achievements	<ul style="list-style-type: none"> <li>• Gratification</li> <li>• Satisfaction</li> </ul>
Happiness (Place)	Highlighting current WWU news, professor spotlight, and game section	Sense of fulfillment exposure to success stories	<ul style="list-style-type: none"> <li>• Motivation</li> <li>• Enjoyment</li> <li>• Satisfaction</li> </ul>

# Product Value Proposition

We help current Western Washington University marketing early alumni find community in the marketing program by providing a resource that highlights events, resources, and people in the Marketing Department.

# POSITIONING STATEMENT

For alumni who want to be more involved in the marketing program. The Marketing Compass is currently the only marketing program newsletter that provides a meaningful window for opportunities and connections. This is unlike other newsletters at WWU because marketing compass highlights student and professor achievements in the marketing program.

# MARKETING OBJECTIVES ALUMNI

Engagement &  
Involvement of WWU  
marketing program

10%

BY

3/21/2025

Western Bridge  
Usage

20%

BY

3/21/2025

Career Services  
Usage

10%

BY

3/21/2025

Alumni attendance  
at marketing  
events

15%

BY

3/21/2025

# COMMUNICATION OBJECTIVES ALUMNI

**Early Career Alumni  
Awareness**

**Increase 60% By**

**3/21/2025**

**Knowledge of  
Newsletter**

**Increase 50% BY**

**3/21/2025**

**Liking**

**Increase 30 % BY**

**3/21/2025**

**Preference**

**Increase 15% By**

**3/21/2025**

# Persuasion

## Tagline

Make Waves

## Campaign Theme

Inspiring Innovative Marketers

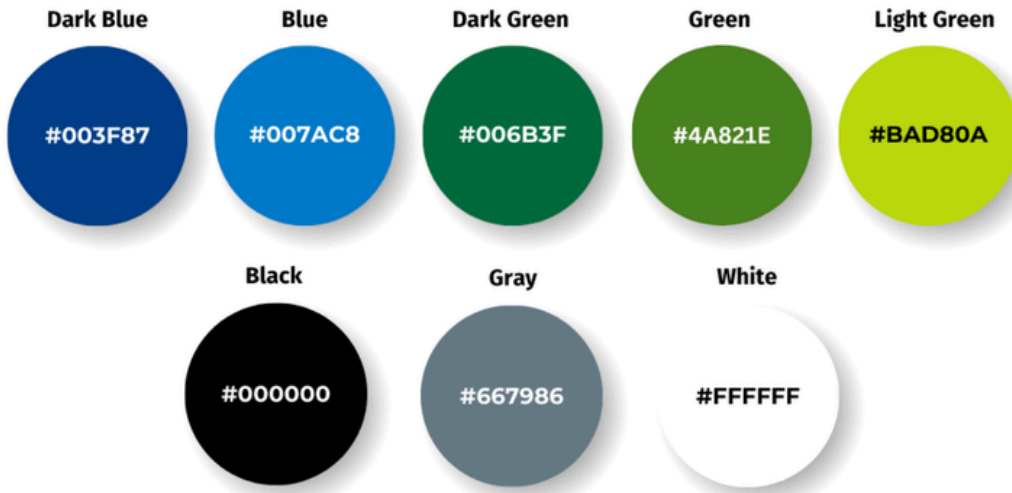
## Explanation

At its core, the Western Marketing Program aims to educate, inform and ultimately inspire marketing alumni who strive to become resourceful problem-solvers.

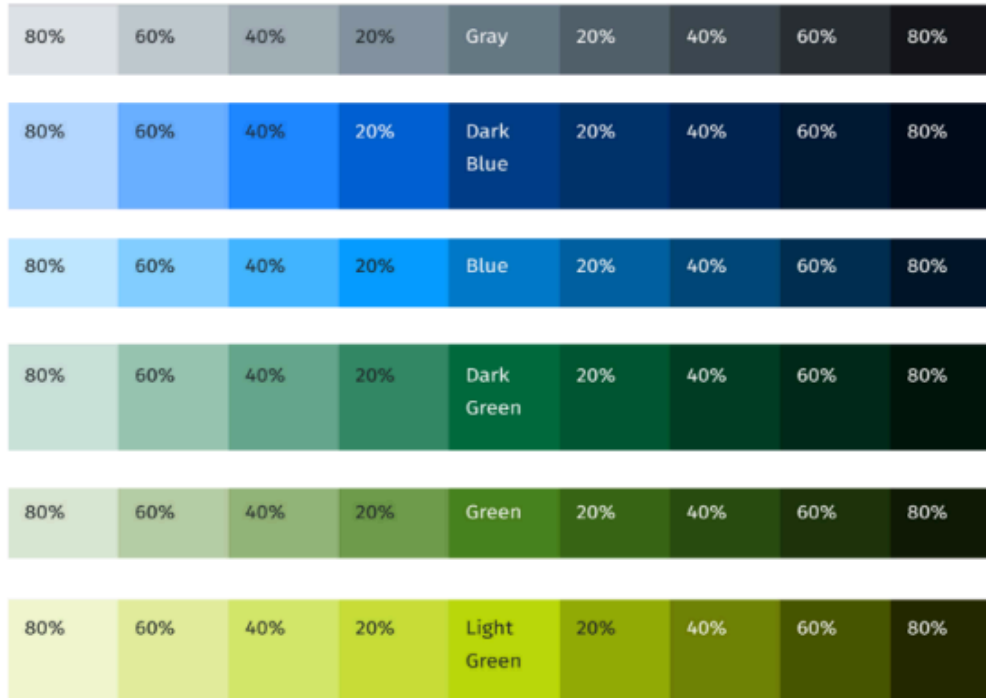
# BRAND ELEMENTS

## COLORS

### Color Palette:



### Additional Colors:



# BRAND ELEMENTS

## FONTS

### MONTERRAT - HEADINGS

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

The official heading used by WWU, all headings must be in **MONTERRAT BLACK** and **UPPERCASE** as shown in the examples.

### Fira Sans - Subheadings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

The official subheading used by WWU, all subheadings may be **uppercase** or **lowercase**, different **weights (bold)** or **italicized**. Must be **smaller** font size than the headings, but **bigger** than the body text.

### PT Serif - Body Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

The official serif font used by WWU for all body text, all body text may be **uppercase** or **lowercase**, different **weights (bold)**, or **italicized**. Must be **smaller** than both headings and subheading

# BRAND ELEMENTS

## LOGOS & TAGLINES

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MARKETERS



**YOUR PATH TO SUCCESS**

**YOUR PATH TO SUCCESS**

**YOUR PATH TO SUCCESS**

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# BRAND ELEMENTS

## TONE

**Fun**

A fun tone that makes marketing enjoyable.

**Professional**

A professionally newsletter that communicates clearly.

**Inspiring**

An inspiring tone that advocates for hard work.

# FIVE SENSES BRAND ASSOCIATION

## Five Senses Brand Associations:

**LOOK** Bricks, Water, Tree Forest, Traditional Academia, Creative Sculptures

**SMELL** Evergreen Trees, Fresh-Cut Grass, Books

**SOUND** Wind Through the Trees, Crunchy Leaves, Ticking Clock, Trickling Fountain, Laughter

**TASTE** Blueberries

**FEEL** Fresh Breeze

MOODBOARD



# CREATIVE MESSAGE STRATEGY METHODS

Awareness  
40% Increase

Achieved by March 21st 2025 through logos, colors, taglines, and repetition of value proposition

Knowledge of  
Newsletter  
50% Increase

Achieved by March 21st 2025 through logos, highlights, and events through newsletter

Liking  
30% Increase

Achieved by March 21st 2025 through event highlights, testimonials, and pictures through newsletter

Preference  
Increase 10%

Achieved by March 21st 2025 through logos, club highlights, and student stories

# CREATIVE SAMPLE EXECUTION

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## MARKETING COMPASS NEWSLETTER



### SUMMARY

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- Morbi vel sapien ac purus pellentesque imperdiet.
- Nullam vehicula nisi non nisl aliquam tristique.
- Proin tincidunt eros sit amet magna varius fringilla.
- Vivamus consequat erat ut turpis facilisis interdum.
- Sed cursus arcu eget nisi faucibus scelerisque.

### PROFESSOR HIGHLIGHTS

**Dan Purdy**

**MKTG 380, MKTG 381, MKTG 483**



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# CREATIVE SAMPLE EXECUTION CONT.

## STUDENT HIGHLIGHTS

Tyler Noonan



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## WHAT'S HAPPENING IN THE MARKETING PROGRAM?



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# CREATIVE SAMPLE EXECUTION CONT.

## STAY CONNECTED

### Events & Resources for Students & Alumni



#### CAREER FAIR

 Jan. 30  Wade King Rec Center

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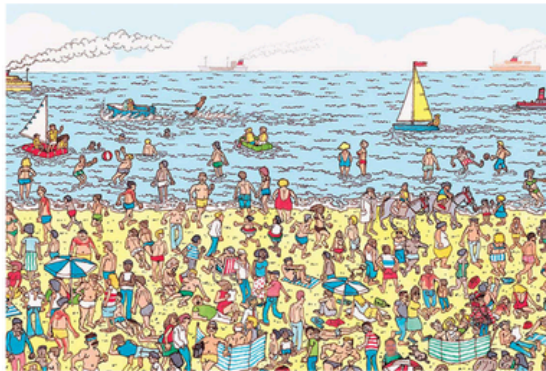
#### CAREER CLOSET

 Old Main

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## GAME

### Where's Dan?



# CREATIVE SAMPLE EXECUTION CONT.

## MEET THE TEAM



**Quinton McClannan**  
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**Tyler Noonan**  
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[LinkedIn](#)



**Amy Oblander**  
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**Karolyn Wooley**  
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# Appendix 1

## Appendix 6 - 10 year Alumni Data

Date Accessed and Verified 05/09/2024

### Graduate Outcomes Report by Wages Over Time:

UG	UG - Business & Economics	Accounting	50K	\$51K						\$115K
		Decision Sciences	100K	\$61K						\$177K
		Economics	50K	\$39K						\$105K
		Finance & Marketing	DG01 - Business Administration.	0						
		DG02 - BusinessAdmin-Marketing C.	50K	\$42K						\$125K
		DG03 - Business Admin-Finance Conc	50K	\$46K						\$126K
		Management	50K	\$39K						\$120K

### Graduate Outcomes Report by County:

DG02 - BusinessAdmin-Marketing Conc	Employed in WA	Unduplicated students	813	100%	\$73K	\$61K
	King		585	72%	\$82K	\$69K
	Pierce		62	8%	\$66K	\$63K
	Snohomish		130	16%	\$64K	\$56K
	Thurston		33	4%	\$83K	\$66K
	Whatcom		169	21%	\$50K	\$45K

\*Updated as of January 11th, 2024 from [Graduate Outcomes Report – Office of Institutional Effectiveness – Western Washington University \(wwu.edu\)](#)