

Target Marketing Rubric

Updated February 23, 2016

The Goal of the Marketing Department:

The goal of the Marketing Department is to drive members of BGSP's target market to apply to BGSP's degree programs. The objective is to communicate effectively with BGSP's target audiences – to reach them, attract them, and influence them once they find us.

Who Is the Target Market?

Primary target market: BGSP's primary market consists of potential students who (a) want to become psychotherapists, (b) are interested in a Master's or doctoral degree, and (c) are interested in deeper, more long-term clinical work. Prospective students may be international or domestic.

- The market for international students is English-speaking and self-funding.
- Domestic students are eligible for federal financial aid.

Secondary target markets:

- (1) The target market for BGSP's accelerated Psya.D. program is certified psychoanalysts who do not yet have a doctorate.
- (2) The target market for the programs in Psychoanalysis, Society, and Culture is people who (a) have an intellectual interest in psychoanalysis already, (b) are seeking graduate education, and (c) are not seeking clinical training at this time. Two major factors detract from this market:
 - The doctoral program does not offer a Ph.D.
 - There are no clear career outcomes for the program.

The marketing department continues to put resources into reaching this market, because (a) a small percentage of students are attracted to the program who either stick with the program or switch into clinical work, and (b) the resources required tend to overlap with those required for our primary target market.

Other potential target markets:

- (1) BGSP could potentially tap the market of people who (a) are already psychotherapists, (b) are interested in a doctoral degree, and (c) are interested in working psychoanalytically. However, several factors at the School mitigate against this market:
 - The doctoral program is much longer than this population will tolerate.
 - They perceive that we require them to repeat part of their master's training.
 - They can obtain psychoanalytic training elsewhere for a lot less time and money.

- They can obtain a doctorate elsewhere for less time and in some cases less money.

The marketing department recommends that we put few resources into reaching this market, unless we decide to make significant changes to the mitigating factors.

(2) BGSP would like to reach the market of people who are interested in a master's degree in order to pursue non-clinical social service positions, because the School has a lot to offer about working with individuals, groups, and organizations in the interest of bettering society. The School is working on a program in Social Justice to reach this market.

(3) Other markets need to be critically considered, e.g., educators, coaches.

Who Are our Target Audiences?

BGSP's target audiences are those groups of people with whom we want to communicate, in order to influence the target markets to enroll.

(1) College students and recent college graduates in the behavioral and social sciences and the humanities.

Ways to reach them:

- GRE emails
- Posters
- Social media
- Outreach: Local classroom visits, career panels, clubs
- Grad school fairs
- Advertising

(2) College student and recent grad influencers:

- College faculty
- BGSP students and alumni
- Career centers?

Ways to reach them:

- Posters
- Outreach: Consortium for Psychoanalysis in Higher Education, local classroom visits, "ambassador" program
- Social media (start following their online presence)
- Scholarly events of interest to the influencers

- Advertising
- Fellowship program for academics?

(3) Bachelor's level employees in mental health and substance abuse agencies. (We are leaning towards only targeting this population in areas local to our campuses, because we assume that these people would want to maintain their employment while studying. Is this a correct assumption?)

Ways to reach them:

- Continuing Education brochures and events (but will they come?)
- Outreach: In-service training, employee discounts
- Social media (anything in particular?)
- Advertising/flyers

(4) Influencers of bachelor's level employees in mental health and substance abuse agencies:

- Fieldwork and employment supervisors
- Co-workers/peers
- Students and alumni
- Flyers

Ways to reach them:

- Continuing Education brochures and events
- Outreach: In-service training, special events for them, "ambassador" program
- Employer discounts
- Advertising

(5) Certified psychoanalysts without a doctorate

Ways to reach them:

- Very targeted sponsorships and advertising
- Social media: blog
- Distance learning is required to attract this market.

(6) Cultural influencers: One of the biggest influences over time has been the shift in the overall reputation of psychoanalysis in our culture towards the negative. While it's hard to quantify, this shift has had a profound impact on enrollment in psychoanalytic programs. Logically, then, shifting the reputation of psychoanalysis towards the positive should likewise have an effect on enrollment.

Who are the cultural influencers who have an impact on directing consumers towards or away from psychoanalytic education?

- Licensed mental health professionals
- Academia, particularly undergraduate psychology faculty
- Third party payers (insurance companies)
- Parents and families
- Legislators
- The general public

Ways to reach them:

- Intelligently promoting research on the efficacy of psychoanalysis
- Social media: General education about psychoanalysis (for the public), blog
- Lobbying, NAAP
- Community events of interest to the influencers
- Publish, including such places as Psychology Today or local news media

(7) Influencers within the field: Other psychoanalysts or psychoanalytically oriented people can also serve as referral sources, when someone without a graduate degree expresses interest in studying psychoanalysis, or for the accelerated doctorate. They need to be convinced that we offer high quality programs.

Ways to reach them:

- Inviting outside analysts to teach and present
- Scholarly events of interest to other analysts
- Consortium for Psychoanalysis in Higher Education
- Publish, publish, publish, even if only on our blog; presentations