

C.11: Marketing

Introduction

Never in its history has S. Anselmo had a coordinated marketing strategy. Until now, efforts have been fragmented and mostly delegated to individual faculty members. The result of this is that at present, the marketing strategy, in so far as it exists, is fragmented, targeting a range of different audiences and lacking a clear message. This strategy has therefore mostly been ineffective in finding new students and promoting our courses, our spiritual and cultural activities and our research externally. In addition to this, there is no easily identifiable “brand” on our website, our academic Ordo, our brochure, our publications, etc..

The aim of this chapter is to bring together and examine our various marketing activities and coordinate their action in order to ensure effective support to all academic departments for the achievement of the objectives set out in previous chapters, with a single, easily identifiable S. Anselmo “brand”.

Objectives

The aim of our marketing activities is to support the academic activities listed in Section B of this strategic plan, through appropriate and targeted promotional activity. Specific targets include:

- The academic profile (students) set out in chapter 4, in particular concerning the increasing of student numbers;
- The academic curriculum (courses) set out in chapter 5, specifically the creation of short courses, online courses, training programs;
- The teaching and learning strategy set out in chapter 6, specifically regarding web-based teaching and learning;
- The research activity set out in chapter 7, specifically through a website for publications and periodicals.
- The cultural and spiritual activities set out in chapter 8, specifically regarding the development of contacts outside the circle of the usual academic clientele;

Action for the first year of the plan (2012-2013)

During the first academic year, S. Anselmo will:

- Appoint a marketing manager with the appropriate team and support to coordinate and carry out our marketing activities;
- This manager will be authorised to develop, in collaboration

with our academic departments and external professors, an effective marketing solution to support the achievement of the objectives identified in section B of this strategic plan. Specifically, this strategy should comprise of the following elements:

1. *Academic profile (students):*

- Develop an advertising plan to increase the number of students from the monasteries of the Confederation and the CIB, from Roman colleges, from targeted diocese and laypeople (students of religion, catechism, youth leaders, adults who want to learn about their faith, etc.;
- Develop an advertising plan to increase the number of female students, especially nuns and other religious females;
- Develop an advertising plan to increase the number of students from Anglophone monasteries and countries;
- Update and review the current website to communicate with each of the aforementioned target groups, with all sections in Italian and English within the first year and in other languages in subsequent years, in order to create an international website;
- Develop an advertising plan and materials, along with the development managers, to encourage benefactors and Foundations in Europe and the USA to donate study bursaries to the benefit of the aforementioned target groups.

2. *Academic curriculum (courses):*

- Develop an advertising plan to increase awareness of the Athenaeum's theology, philosophy and Liturgy (PIL) programs (and their specialisations);
- Develop an advertising plan for potential new courses, for example online courses, short courses such as "Benedictine Spirituality and Leadership", "liturgical music", and "ars celebrandi" (or around this theme);
- Develop an advertising plan for the ongoing training programs for oblates, religious and laypeople;
- Develop a specific web portal for "Sacred Liturgy" with links to SA courses and external liturgical resources (the aim is to draw attention to everything SA);
- Update the academic curriculum on the website to include and highlight, in particular, the aforementioned new courses and programs.

3. *Research*

- Develop an advertising plan to promote the Athenaeum's publications and its individual professors;
- Develop an advertising plan for the Athenaeum's individual research training;
- Develop web pages dedicated to individual publications;
- Develop an online periodical for professors.

4. *Outreach Activities (cultural and spiritual)*

- Develop an advertising plan for exchanges with other Benedictine Universities as well as other European and US universities;
- Develop an advertising plan for our experts in theology, philosophy and liturgy and their services to the Church;
- Develop an advertising plan for a new Recyclage program, a congress for junior monks and other similar programs held at SA;
- Develop an online periodical for the Faculties of Philosophy and Theology.

Action for the other years of the plan (2013-2017)

Implement the marketing strategies set out.