Graduate Program Marketing
Program Breakdown

October 5

Email to GRE Test Takers (approximately 13K)
- Introduction to the array of programs available at Penn State
- Call to action to visit Graduate Program landing pages
- Call to action to complete Graduate Program info request form (departments to respond to all inquiries)

October 12 – November 30

US News + World Report digital ads
Two placements: Best Grad Schools and Engineering Programs areas on usnews.com

October 19 – November 30

Google AdWords campaign

October 19 – November 30

Facebook Ad campaign

October 20

Second Email to GRE Test Takers*
For those who opened first email:
- Thank you for considering Penn State
- Encourage them to review our offerings with strong push for 1-year master’s degree programs
- Call to action – contact us via email gobeyond@engr.psu.edu

For those who didn’t open first email
- Provide another appeal to consider Penn State
- Include call to action to contact us via email
- Embed short survey asking if the prospect is still considering graduate school or not
- If they don’t open the 10/20, remove from future emails
- If they do open the 10/20, send one more email

October 26 - November 9

Announcement in Student E-News re: 1-Year Master’s Degree Programs

October 26 – November 30

Advertise 1-Year Master’s Degree Programs to Current Engineering Undergraduate Student
October 30 ENGINE Program Names Available to Penn State
• Names will be distributed to graduate program coordinators for follow-up
• Communications will provide outline for coordinators to use in their follow up messages.

October 30 Assess Google and Facebook campaigns
• Adjust frequency and message, if necessary.

November 10 Third Email to GRE Test Takers*
Message only to those who have opened at least one email in series
• Remind of pending application deadlines; stress that different programs have different deadlines so be mindful of the program(s) you are considering
• Encourage information request form completion
• Share email address for direct information

November 12 Open House for Current Engineering Students
Gather graduate program coordinators from departments to provide overview of available programs and field questions

November 16 Assess digital campaigns; consider extending them

December 1 Fourth Email to GRE Test Takers*
Reminder of pending application deadlines for many Master’s (thesis-based) and Ph.D. programs

December 2 Open House for Current Engineering Students**
Gather graduate program coordinators from departments to provide overview of available programs and field questions

January 4 – April 15 Advertising for 1-Year Master’s Degree Programs
Use information gathered from Fall 2015 advertising to choose best advertising option for the 1-Year Programs

January 13 Fifth Email to GRE Test Takers*
• Explain 1-Year Master’s Degree Programs
• Share application deadline(s)
• Share email address for direct communication
February 16  

Sixth Email to GRE Test Takers*
• Spotlight current 1-Year Master’s Degree student (or two)
• Direct recipient to website for more profiles/videos
• Share email address for direct communication

February 19  

Assess advertising campaign(s); adjust as necessary

March 14  

Seventh Email to GRE Test Takers*
Spotlight recipients who have not opened last 2 emails
• Have you made your decision?
• If not, there’s still time to join the Penn State family
• If so, ask if the recipient would complete a short survey about their decision process
• Share email address for direct communication

April 2  

Eighth Email to GRE Test Takers*
• Deadline approaching. Don’t miss your chance.
• Refer recipient to Graduate Program website for all the latest information about programs and deadlines.
• Share email address for direct communication

April 18  

Ninth Email to GRE Test Takers*
• Less than two weeks until the deadline for 1-Year Master's Degree Programs at Penn State.
• Refer recipient to Graduate Program website for all the latest information about programs and deadlines.
• Provide contact information for graduate program coordinators for specific disciplines.
• Share email address for direct communication.

May 1  

Change Graduate Program website to reflect that application deadlines have passed.

* Subsequent messages don’t include anyone who has already requested information. These requests go directly to departmental graduate program coordinators for follow-up.

** Hold second Open House only if first event is successful.