



Business & Computing Examinations (BCE)

LONDON (UK)

Marketing Plan Schedule

Year:

Target Dates and Assignments

Task	Date	Person
Advertising		
Newspaper advertising (London Metro / Evening standard)		Marketing Manager Office Manager
Complete direct mail design		Office Manager
Update current BCE Brochures (this incorporate changes; new/withdrawn qualifications)		CEO Programme Development Manager Office Manager Marketing Manager
Promotional		
BCE T-shirts		Marketing Manager Office Manager Quality Assurance manager
Sales		
Qualifications		CEO Programme Development Manager Office Manager
Training /Seminars		Programme Development Manager Office Manager Quality Assurance Manager
Student Manuals		Office Manager
Research		Programme Development Manager Office Manager Marketing Manager
Online Market		CEO Marketing Manager
		Programme Development Manager Office Manager

A Marketing Plan is a work in progress; we will review it every 3-4 months!