

Marketing and Communication Operations Audit
Portland State University
April 13-15, 2005

Integrated marketing is a process by which marketing and communication are coordinated to achieve overall institutional and individual school/program clarity of identity (and competitive advantage), while also creating the perception of moving ahead. The purpose of this marketing audit is to identify and make recommendations for mounting the most effective marketing effort to accomplish Portland State's goals. Recommendations will address both institutional strategic marketing issues, plus the operational effectiveness and organization of day-to-day marketing and communication efforts.

To prepare for our interview, please review the following list of topics related to institutional marketing. Circle the questions that relate to your daily responsibilities at the institution. Put a check mark next to the ones that you just have an opinion about. These are the topics we will discuss. You do not need to answer the others.

1. Does the institution have a clear mission, vision and values? State what they are in your words.
2. What is the institution's competitive advantage? How does it differentiate from your competitors?
3. Is there a mechanism for individual departments to work together on overall institutional marketing? How does it work now?
4. Are there consistent standards for developing marketing communications for individual departments, schools and institution?
5. How effective are news media relations? What are your suggestions for improvement? How often do you think PSU appears in local media outlets?
6. Are there comprehensive communication plans for individual programs and schools, as well as the overall institution?
7. Are controversial issues and crises handled effectively?
8. How effective are internal communications? Internal marketing? How would you improve them?
9. How effective are fund raising communications? How would you improve them?
10. Is there a community relations program? How effective is it?
11. How effective is undergraduate student admissions marketing? What can be done to improve it?

12. How effective is graduate student marketing? What can be done to improve it?
13. How effective is adult/nontraditional student marketing? How can it be improved?
14. How effective is professional development and degree completion marketing?
How can it be improved
15. Are special events viewed as a strategic marketing opportunity? How can they be improved?
16. How effective are institutional publications? How can they be improved?
17. How effective is institutional advertising? How can it be improved?
18. How effective is the website? How can it be improved?
19. How effective are alumni communications? How can they be improved?
20. How effective is PSU Magazine? How can it be improved?
21. How effective is athletics marketing? How can it be improved?
22. What is your perception of professional staff efficiency and effectiveness?
23. What is your perception of budget adequacy? Where are more resources needed?
24. Is the marketing and communication area organized for maximum effectiveness?
25. How effective is overall management and leadership communication?
26. How do you rate overall marketing and communication effectiveness?
27. What improvements will make the most difference?