

The following provides a marketing plan for Rowan University's Department of Theatre and Dance's production of *Dracula* by William McNully. Breakdown includes goals, deadlines, and task assignments. This will serve as a checklist for Head of Marketing and practicum students.

#### QUESTIONS:

- Is there a talkback program this season?
- Thoughts on Haunted SC as a platform? (Room, would need to collaborate with TD clubs, need to find date)
- Haunted screening(s)?
- Poster? What, when?
- When is all program info due?

#### SEPTEMBER

##### Goals:

1. Organize Renfield's quest (Katie and students)
  - a. Finalize sponsors (Katie and Tom)
  - b. Create scavenger hunt map and riddles for coffins
  - c. Geocache
  - d. Video snippets of Renfield sightings
  - e. Contact Public Safety (Katie/Tom/Dr. Liz?)
2. Assemble vampire marketing student team through practicum (Tom)
  - a. Set up weekly in person meeting times (Katie)
3. Email Playscripts/William McNully: study guide? (Katie)
4. Create social media outlets (Facebook, Instagram, Twitter, YouTube)
5. Blood Drive
  - a. Set date for Blood Drive (Katie and Tom)
  - b. Advertise Blood Drive
  - c. Posters and postcards (Tony)
  - d. \$3 off ticket (Katie--email Gloria)
  - e. Set up service letter--Rowan Announcer and SGA blasts (students)
  - f. Have Blood Drive
6. Initial email to local high schools about student matinee (Katie)
  - a. Gloria: box office rep?
  - b. Is tix.com up and running for group bookings?
  - c. Contact Public Safety-busses
7. Contact Whit about running fake stories, ad space (Katie)
8. Contact deans/chairs about missing poster campaign involvement (Katie)
9. Alumni/retired prof email blast about Homecoming (Katie)
10. Begin on campus advertising for Homecoming tent and Renfield's Quest (students)
11. Finalize materials list for invites, including who will get one (Katie and students, approval by Tom)
12. Finalize decorations for Homecoming tent (Katie and students, approval by Tom)
13. Begin postering (last week of September) (practicum students)
14. Contact Public Safety--reminder about Renfield's quest (Katie/Tom/Liz?)

SEPTEMBER						
SUN	MON	TUES	WED	THURS	FRI	SAT
				1	2	3 Email McNully, Social media
4	5 Assemble practicum vampires	6 Email vampires to set up mtgs	7 Email Gloria (HS matinee)	8	9 Email Whit, deans/chair, alumni office	10
11 <i>Fight workshop</i>	12 Email HS, alumni/profs	13	14	15	16	17
18	19 Finalize sponsors	20	21 Map/riddles, email Public Safety	22	23 Finalize Invite/Home coming materials	24
25 <i>Makeup workshop,</i> Renfield ads	26 Postering begins	27 #WomanIn White schedule due	28 Public Safety reminder,	29 Get invite/home materials	30	

## OCTOBER

### Goals:

1. Contact Friends of the Arts, offices, SGA--haunted meetings campaign (Katie, student)
2. Begin missing posters campaign (students)
3. Haunted viewing of one of the Dracula movies in Tohill?
4. Homecoming (10/8) (all)
5. Launch Renfield's Quest (10/8): when do we want to close off contest?
6. Begin #WomanInWhite sightings (could start end of September pending costume situation)--integrate with Homecoming events (cast, students)
  - a. Coordinate w/ costume shop and actress: finalize dates/times/locations (Katie)
7. Launch "Master is Coming" guerilla campaign about a week prior to opening--integrate with Homecoming events (cast, students)

8. Special invite campaign (Katie and students)
  - a. Make list of upper admins, deans, chairs, office workers (Katie)
  - b. Create invites (students, Katie)
  - c. RSVP system with Gloria (Katie)
  - d. Brides deliver invites (about a week before opening)
9. Targeted alumni email blasts (2-3) about show (Katie)

OCTOBER						
SUN	MON	TUES	WED	THURS	FRI	SAT
						1 #WomanIn White
2 Email Gloria, "Missing" posters due	3 "Missing" campaign begins	4	5	6	7	8 Homecomin g, Quest launch
9 Invites made	10 "Master Is Coming" begins, email blast	11	12 Brides deliver invites	13	14	15
16	17 Email blast	18	19	20 DRACULA	21 DRACULA	22 DRACULA
23 DRACULA	24 email blast	25	26	27 DRACULA	28 DRACULA	29 DRACULA
30 DRACULA	31					