



Assessment and Research  
*Division of Student Affairs*  
UNIVERSITY *of* FLORIDA

# Market Analysis 101

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# Learning Outcomes

- Summarize the process of a SWOT analysis using the 5 P's of marketing.
- Identify several market segments in your area.
- Draft several marketing strategies addressing the SWOT and market segment analyses.



# What is Marketing?

- Meeting the needs and wants of our current and potential ~~consumers~~ participants.



# What is a Market Analysis?

- Assessing the wants and needs of ~~consumers~~ participants, as compared to the capabilities and potential of the ~~company~~ department.



# The “5 Ps” of Marketing

- Product – programs, services
- Place – location, amenities, virtual
- Price – money, time, prerequisites
- Promotion – advertising, public relations
- People – staff, customers



# SWOT Analysis

How does your department/area/program analyze across the 5 P's?

- Product – programs, services
- Place – location, amenities, virtual
- Price – money, time, prerequisites
- Promotion – advertising, public relations
- People – staff, customers



# Market Segments

- Demographics
- Motivations
- Constraints
- Experience



# Market Segments

What market segments exist for your department/area/program?

- Demographics
- Motivations
- Constraints
- Experience





# Marketing Strategies

- What strategies emerge from your SWOT and market segment analyses?
- What additional assessment would inform your analysis?
  - Assess existing evidence
  - Collect new evidence

# Application

Your market analysis in action



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# Situation Analysis

- Approximately 80% of UF students utilize RecSports facilities and/or program offerings
- Of this 80%, 15% only utilize our facilities/programs one time during the year
- 25% of all students living on campus utilize RecSports facilities and/or program offerings
- Overwhelming majority of users are students
- Faculty and Staff must purchase a membership to utilize facilities; this cost is price competitive to the Gainesville market



# Goals

- To increase the number of unique student users to RecSports programs and facilities
- To increase the frequency of usage for the students only utilizing facilities and/or program offerings one time



Objective 1: To increase the number of unique student users to RecSports programs and facilities by 3% by December 31, 2018.

Objective 2: To increase the frequency of usage for the students only utilizing facilities and/or program offerings one time by 3% by December 31, 2018.

### Strategies:

- 1) Segmentation
- 2) Involvement
- 3) Engagement through social media
- 4) Partnerships



**Objectives: Increased Unique Users & Frequency of Usage**

**Strategy: Segmentation**

**Tactics:**

- Target messaging incoming first year students
- Target messaging students living on campus
- Target messaging Faculty & Staff
- Collaborating with influencers



Objectives: Increased Unique Users & Frequency of Usage

# Strategy: Involvement

Tactics:

- Student ambassadors
- Competition
- Buddy system



Objectives: Increased Unique Users & Frequency of Usage

Strategy: Engagement Through Social Media

Tactics:

- Utilize Facebook, Twitter, Instagram, YouTube, Snapchat and Website
  - User generated content
  - Content creation
- \*all for cross-media story telling





Objectives: Increased Unique Users & Frequency of Usage

# Strategy: Partnerships

Tactics:

- partnership with UF Health Sciences
- partnership with Human Resources



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# Marketing Strategies

- What strategies emerge from your SWOT and market segment analyses?
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# Questions?



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