



Request for Proposals (RFP)

Construction of a Marketing Plan for the Landmark College Institute for Research and Training

Principal Contact:

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Introduction

The purpose of this RFP is to seek proposals to provide the Landmark College Institute for Research and Training (LCIRT) with a marketing plan to advertise services and offerings to clients. Specific activities that shall be performed as part of this effort include a SWOT analysis, primary and secondary market identification, and market research. Responsive bids must be received by Friday, October 1, 2010 at 4PM EST.

Requirements

The contractor will provide the following deliverables as part of this contract:

1. SWOT Analysis
2. Target Audience Identification and Market Research
 - a. Identify primary and secondary markets including audiences, regions, etc.
 - b. Gain understanding of markets and customers (wants and needs, touch points, etc.)
 - c. Conduct customer analysis
3. Marketing and Advertising Plan
 - a. Comprehensive approach to marketing and advertising LCIRT offerings
 - b. Approaches to advertising individual offerings (especially regional institutes and consulting services)
 - c. Implementation timeline
 - d. Budget
 - e. Evaluation plan that can be implemented by LCIRT staff

Selection Criteria

In addition to discussing how the deliverables will be fulfilled, all proposals should include resumes of key personnel, references, timeline, and budget. The bidders must also provide qualifications and/or examples of past work performed for other clients, especially those clients who provide educational services. In order to implement the marketing and advertising plan as quickly as possible, all deliverables must be completed by May 2, 2011. Bidders are asked to keep proposals to no more than five pages excluding appendices (resumes and references may be presented in appendices). The winning bidder, if any, will be selected solely by the judgment of LCIRT, and will be notified no later than November 1, 2010.