

The Seven Laws of Marketing

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1. Market to increase enrollments
2. Know your competition
3. Market to your own students
4. Try something new this year
5. Know if you succeed or fail "The untracked life is not worth living."
6. See the big picture
7. Talk to your colleagues

From Gary Penders (Winter 2008):

1. When was the list created?

I crafted the seven laws while I was at UCLA, so it was before 1992.

I'm guessing it was around the time of the WASSA conference in LA, which I believe was 1989. It was originally just an outline for a workshop, but the simplicity of seven laws appealed to me.

2. Would you add or change anything?

I like the asymmetry of seven, but might add an element to number 6 - the "big picture" was originally meant to mean that summer directors should know how their competition is doing, how the industry in general is doing, what effects you might expect from the economy (e.g., this year the dollar is weak so visitors from abroad should find a summer program more affordable than previously), and even if the political climate is pertinent (in California that is frequently the case). The addition is that summer directors need to know the state of communication technology that college students are using, and use it to reach them.

3. What is the most important component of marketing?

Hard to choose one that is most important because together they constitute a pretty fair outline of how an amateur marketing person should proceed. That said, the critical component is to know if you have succeeded or not - tracking!

4. Do you have any additional comments about marketing?

I have thousands of things to say about marketing, so I'll try to constrain myself to one - for a summer director, marketing is an opportunity to have fun. When you retire and look back, you will remember those times when work became fun, and forget the endless meetings, budget crises, and personnel problems.