

NACS College Store Competency Model

The green shaded areas represent the Threshold-level KSA—marked for easy identification.

MARKETING AND CAMPUS RELATIONS (MCR)

Sub-category	Knowledge Base, Skill Set, or Ability Objectives	Experience Level(s)
MCR.A. Developing a Marketing Strategy and Plan	MCR.A.1 Define various media vehicles and obtain competitive pricing. MCR.A.2 Bring together disparate groups MCR.A.3. Use creative abilities to identify new markets and products MCR.A.4. Quantify marketing efforts and their results MCR.A.5. Involve staff, students, and other key stakeholders MCR.A.6. Identify and characterize market segments MCR.A.7. Identify on-/off-campus target markets, e.g., --High schools --Alumni --Community --Faculty --Student groups --Athletic department MCR.A.8. Identify marketing vehicles and costs MCR.A.9. Identify campus events and opportunities MCR.A.10. Create a marketing plan MCR.A.11. Develop a marketing budget MCR.A.12. Create marketing calendar—focus on campus calendar and events MCR.A.13. Implement growth strategies MCR.A.14. Evaluate marketing efforts	Threshold
MCR.B. Marketing Vehicles	MCR.B.1. Recognize and understand specific marketing terms such as Reach, Frequency, Push, and Pull. MCR.B.2. Understand and employ guerilla marketing MCR.B.3. Understand and employ: --Indoor and Outdoor Store Signage --Printed advertising --Coupons, inserts, and leaflets --Local and campus newspapers --Radio and television --E-mail	Threshold

	<ul style="list-style-type: none"> --Web site --Alumni / staff newsletters --Campus events -Sponsorships -Sports events -Author events -Faculty or new student orientation --“Chalking” sidewalks --Campus buses and bus stops --Mailbox inserts --Coupons 	
MCR.C. Public Relations	<p>MCR.C.1. Understand the public relations function</p> <p>MCR.C.2. Industry involvement</p> <p>MCR.C.3. Awards, recognition, and incentives for campus and community groups</p> <p>MCR.C.4. Discount policies</p> <p>Communicate:</p> <p>MCR.C.5. “The textbook dollar”</p> <p>MCR.C.6. Partnering in the adoption process</p> <p>MCR.C.7. Surveys</p> <p>MCR.C.8. Outreach efforts</p> <p>MCR.C.9. Focus groups</p> <p>MCR.C.10. Other products and services offered</p>	<p>Threshold</p> <p>Intermediate</p>
MCR.D. Campus Relations	<p>MCR.D.1. Understand campus hierarchy and relationships</p> <p>MCR.D.2. Identify best methods of communication (e.g., meetings, e-mail, phone)</p> <p>MCR.D.3. Determine viability of cross-departmental communications</p> <p>MCR.D.4. Form and work with bookstore committees</p> <p>MCR.D.5. Identify technology and innovations on campus and the role for the college store (e.g., debit cards)</p>	<p>Intermediate</p>
MCR.E. Campus Contact Communications	<p>MCR.E.1. Clarify and confirm desired role of bookstore</p> <p>MCR.E.2. Communicate product and services offered (faxing, check cashing)</p> <p>MCR.E.3. Identify outreach accomplishments (sponsorships, donations, special orders)</p> <p>MCR.E.4. Offer assistance/support to help deliver their objectives</p> <p>MCR.E.5. Determine clear financial goals and objectives–plan ongoing financial reviews</p> <p>MCR.E.6. Produce annual reports</p> <p>MCR.E.7. Document and communicate store contributions to campus and community</p>	<p>Intermediate</p> <p>Advanced</p>
MCR.F. Campus-wide Partnerships	<p>MCR.F.1. Determining/targeting prospective campus partners</p> <p>MCR.F.2. Residence Hall organizations</p> <p>MCR.F.3. Partner with other campus departments</p> <p>MCR.F.4. Partner with local businesses</p> <p>MCR.F.5. Season Ticket holders</p>	<p>Intermediate</p>

	<p>MCR.F.6. Student Organizations MCR.F.7. Athletic Department MCR.F.8. Departmental purchasing MCR.F.9. Alumni department MCR.F.10. Information technology department</p>	
MCR.G. Sales and Promotions	<p>MCR.G.1. Develop a print ad flyer MCR.G.2. Develop a radio script MCR.G.3. Develop e-mail-based vehicles MCR.G.4. Implement a web site strategy MCR.G.5. Identify targeted product and effective price points MCR.G.6. Develop a financial plan for a successful sale (markdown dollars, impact on gross margin, cost of marketing vehicles, impact of sale–incremental sales versus costs)</p>	<p>Threshold Intermediate</p>