

E2 Marketing Survey

Teacher #4

1. What is your definition of Marketing?

To me, marketing is the act of selling or promoting a program/service or goods. Marketing also means providing information to shareholders or potential shareholders regarding your company/goods.

2. What do you think is the best medium to market an organization? (TV, newspaper, fliers, one-on-one personal contact, etc.)

One on one personal contact would be the best, but that is not a realistic option. With today's Internet capabilities, I think that it and television hit more target audiences.

3. Regarding your answer to Question 2, why did you select that medium?

With today's Internet capabilities, I think that the Internet and television hit more target audiences.

4. How important is Marketing to E2?

Because E2 is a new program, I feel that we do need to market our program and our wonderful successes.

5. What have you done this school year to spread the word about upcoming E2 events?

Internet (website), newspaper—both online and in print, meetings/coffees in the AM and PM for current and prospective parents.