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Computer Science Minor Marketing Plan

Shannon Oryniak
shannon_oryniak@my.uri.edu

THE UNIVERSITY OF RHODE ISLAND

URI Computer Science Minor Marketing Plan

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Introduction

Computer Science is one of the fastest growing industries with the highest job demand. It has allowed us to do things we'd never dream capable, and bring to life creations and projects in every field.

While it may not seem like it, computer science involves a great deal of creativity. There are thousands of different ways to code a program and billions of different uses for them.

While not everyone may want to code programs for a living, I do believe having an understanding of computer science can be beneficial for any major or any career. Entrepreneurs can learn to code their own websites or apps, math majors can code formulas to solve problems more efficiently, and fashion or communication majors could utilize coding for graphic design or campaigns. If nothing else, having an understanding of computer science could at least open people's minds to the possibilities and customization available to them if they wanted to hire a computer scientist.

For my Honor's project I have created a comprehensive marketing plan for the University of Rhode Island computer science minor. As a marketing major, this project has allowed me to gain experience in creating an effective and original campaign while increasing exposure of the minor and presenting ideas to the computer science department from the views of a student.

Methods

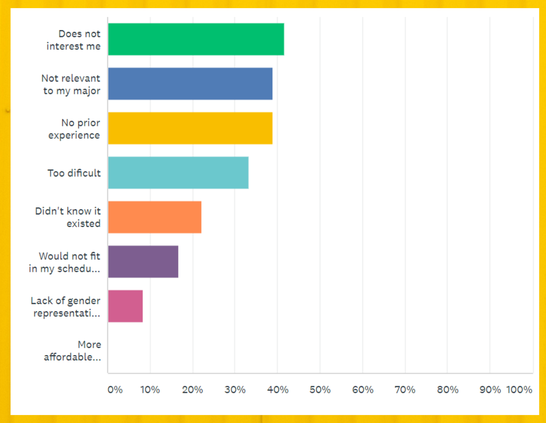
Secondary Research was used to assess the external environment (opportunities and threats) such as job market demand and industry growth

Primary Research was used to gain insight on brand awareness, perception, and identity.

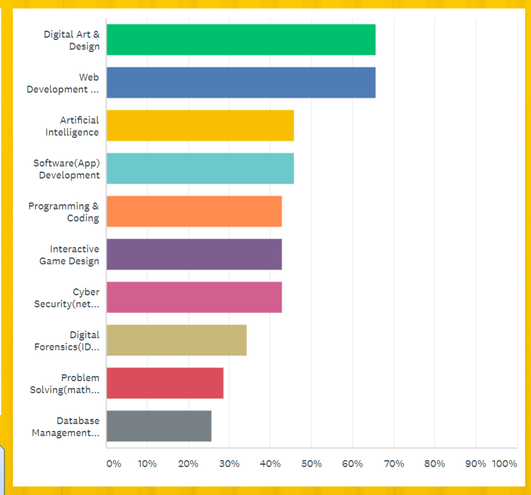
- Informational interviews were conducted with faculty and board members from the Computer Science Department, College of Business, and College of Arts and Science.
- A 10 question survey was administered to approximately 50 students of various majors and class. 60% of respondents were female, 40% were male.

Results

Deterrents



Interests



1/3 of Students were unaware the Computer Science Minor existed

- When asked how students would best like to hear about course offerings or minor program information, results showed that the best way to reach out to prospective students would be via *email, word of mouth, and social media* sequentially.
- There is a strong demand for Digital Art & Design, Web Development, and AI
- After completing the survey, on average students were *moderately to very interested* in pursuing a computer science minor.

Acknowledgements

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Discussion

Based on the results of the survey, focus groups, and interviews with faculty there are many topics for discussion going forward.

In the future I suggest the computer science department focus on their *faculty directed minors.* These were intentionally created for students of various majors looking for a background in computer science. They are able to work with a faculty advisor to create their own minor and curriculum. This will allow students to gain insight into computer science as it pertains to their field of study without an unnecessary intensive computer science background.

Additionally, the computer science department should work to try and create as *diverse* a classroom as possible. Our research showed a good portion of students were deterred from taking computer science class based on lack of gender or racial representation in classes.

Furthermore, based on survey results students seemed interested in pursuing a *computer science/ coding club*.