Sultanate Of Oman
Ministry Of Education

Directorate General of Information Technology

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Educational Portal (EP)
Marketing Plan
2011

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I. Executive Summary

1. Introduction

The Ministry of Education has made a long-term commitment to expand the world of learning through technology. By bringing modern information technology to the Sultanate education system, the ministry aims to create exceptional educational experiences for students and educators in the country. Therefore, in the year 2007, the Ministry of Education launched the educational portal which is interactive and digital environment linking the elements of the educational , processes, operations and communication electronically (student, teacher, parents, schools, ministry) through the Internet within a range of programs and computerized applications in order to facilitate and follow up the educational and the administrative procedures efficiently.

As the ministry is working towards implementing the Educational Portal all over the country, a marketing campaign has been designed to be launched in October 2011. This Document is designed to provide an overview of the Marketing planned activities for phase 1 of the Educational Portal. The main objective of this project is to enhancing the awareness of the portal e-services and increasing the interactivity amongst the target with regards the information society and the shift towards the e-government.

The Marketing campaign will address the following segments of the educational community;

- parents
- student
- Teachers
- visitors

2. Background

The Educational portal has been basically driven from MOE strategic goals that lead to achieve effective business processes reengineering. MOE has designed this portal to enhance the operation environment in terms of the educational and the administrative aspects by simplifying the application and the execution of its various official transaction including maintained

records and educational reports. Not only that but, delivering knowledge by using ICT tools amongst teachers and employees to positively reflect on the following aspects: cost, time and quality.

3. Financial part

The estimated budget for the planned marketing plan to be ٣١٦٤٠ **OMR**

Marketing Plan:

The marketing planned activities aims to develop a sufficient amount of visibility to reach all the targeted segments population. It describes the segments that Educational Portal services will address in the first phase of the program. Knowing in the phase one focuses on the Educational Community segment, and the visitors.

Marketing Activities:

a) Marketing collaterals

- Create sufficient amount of an informative marketing materials as per the below table

Table 1: prints table

Printed Items	Quantity	Cost (OMR)
Products	13,575	15,000
Press release	5	7,240
Posters	900	1500
Mega com Ads	5	1000
Roll up banner	40	1000
Ads on Websites	1*10	3000
Radio & TV Adv.	2	3000
Overall estimated cost		**31740**

Note: Content will be created upon the approval of the business case

b) Online Marketing

- Create a web page on the MOE web location
    a. Contents will be developed upon approval

- Bulk emails
    a. Send bulk emails within the participated.

- Bulk SMS
    a. Send SMS to the whole segments

c) Advertisements Plan

The advertisement plan will be planned based on the launch of each target group. In addition to that all the way throughout the project, media activities will take place through different media channels.

Table 2: ads proposed plan

		Newspaper/ publication	Size	Frequency	Estimated cost per ad (OMR)	Total estimated cost (OMR)
Teaser ads	1	al Watan	¼ page	2	800	1,600
	2	al Shabiba	¼ page	2	800	1,600
	3	Al Roeia	¼ page	2	800	1,600
	4	Oman Daily	¼ page	2	800	1,600
	5	The week (Ar)	Full page	1	840	840
		Overall total				**OMR 7,240**

Note: These prices will be negotiated with the concern organizations

d) Direct Marketing

- ✓ Participation in different events in coordination with the project team to promote the program (example; having a small stall for 2 or 3 days in places highly visited by public such as City Center else…)

Marketing Products

1. Posters
2. Leaflets
3. Banners:
    a. Colleges
    b. Financers
    c. Distributers
4. Web banner
5. Advertisements

Time frame; the portal marketing campaign is expected to take place in the planned locations in different times;

- Group 1 launch: October 2011
- Group 2 launch: November 2011
- Group 3 launch: December 2011

(*) Time line depends of the project circumstances and progress

I. Expected Budget:

Printed Items	Quantity	Cost (OMR)
Products	13,575	15,000
Press release	5	7,240
Posters	900	1500
Mega com Ads	5	1000
Roll up banner	40	1000
Ads on Websites	1*10	3000
Radio & TV Adv.	2	3000
Overall estimated cost		**31740**