# Marketing and Strategic Communications

**DURATION:** 60 minutes

**TEACHING METHOD:** Discussion

**READING:** Student Guide, CAP National website

**LESSON OBJECTIVE:** This lesson seeks to help leaders understand marketing and strategic communications in Civil Air Patrol

**DESIRED LEARNING OUTCOMES (DLO)**:

1. Understand the importance of and challenges of marketing and strategic communications to CAP.
2. Understand the depth of marketing and strategic communications efforts in CAP.
3. Understand the leader's role in helping CAP accomplish its goals in MAC.

**LESSON STRATEGY:** This lesson is designed to explain CAP's shift from Public Affairs to Marketing and Strategic Communications as well as the role of the leader in assisting with the transition.

**INSTRUCTOR NOTE:** This lesson focuses on marketing and strategic communications. Students should complete the assigned Student Guide before coming to the class. This allows you to spend most of your time on discussion questions and any exercises or case studies offered. Survey the students to see how well they've absorbed the materials and adjust your plan as necessary.

**REVIEW:** Ask the students if they have any questions about the reading. If they have questions, answer them. If not, proceed with a short review. Ask the students to share the most important points from the reading. Encourage students to share stories from their own units. If necessary, develop cases to enhance discussion.

**BRIDGE:** As leaders, we want to see CAP succeed. Part of succeeding means working to ensure we are no longer a best kept secret. Let's talk about efforts to help with this challenge.

**SUGGESTED DISCUSSION QUESTIONS:** Feel free to add or adjust questions as necessary to meet the students' needs as well as the unique conditions for your squadron.

**Lead off question:** How does PA differ from MAC?

**Supporting Question**: Look at the Annual Report to Congress. How does it typify the brand and quality that MAC would like to achieve?

**Supporting Question**: What efforts have you seen in the last few months from MAC?

**Supporting Question:** What can you do as a leader to better support MAC's efforts?

**CLOSELY RELATED LESSONS:** Strategic/Executive Leadership, CAP from the Local to the Global, CAP Culture and It's Unique Challenges, Leading Change, The CAP Strategic Plan

**EXERCISE:**

1. Review the CAP Strategic Plan. What goals did you see that are related to MAC?
2. Reflect on what you have seen in the last few months that is the efforts of MAC to unify the organization and effective market it. Bring your list of items to class to discuss.
3. Think about the content of this lesson. What aspects of these efforts have you supported as a leader and what aspects have you not supported? For example, does your website use the new CMS? Do your materials use the right logos and follow the guidance? Where can you improve your support of MAC's efforts?