**To:** Dr. Erika Paterson

**From:** Long You

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**Title:** Encouraging Exercise Among TWU Students: A Marketing Campaign for City Center Community Center

**Introduction:**

Regular exercise has numerous benefits for physical and mental health, yet many college students struggle to find the time and motivation to exercise. The City Center Community Center in Richmond offers various fitness facilities and programs, but its usage among TWU students is relatively low. This proposal aims to design a marketing campaign that encourages TWU students to exercise at the City Center Community Center. By addressing the unique motivations and barriers that TWU students face, the campaign can be tailored to their needs and preferences.

**Literature Review and Statement of Problem:**

Research has shown that college students face several common barriers to exercising, such as lack of time, multiple commitments, and self-motivation (Ebben, 2008). Additionally, TWU students may face unique barriers such as unfamiliarity with the City Center Community Center, fitness culture differences, and transportation issues. To address these barriers, the marketing campaign will focus on promoting convenient and affordable exercise options at the community center, as well as highlighting its benefits for academic performance, and social and cultural connections. More specific examples and sources will be applied to support these claims, and a theoretical framework such as the Health Belief Model or the Social Cognitive Theory may be integrated.

**Proposed Solution:**

The marketing campaign will consist of various tactics, such as social media posts, email newsletters, posters, and word-of-mouth referrals. These tactics will be designed based on the results of a survey that will be distributed to a random sample of TWU students. The survey will ask about their exercise habits, preferences, motivations, and barriers, as well as their awareness and perceptions of the City Center Community Center. The survey data will be analyzed to identify patterns and relationships. The results will inform the design of the marketing campaign, which will be launched at the beginning of September 2023.

**Scope:**

The survey will include the following investigation questions:

How frequently do TWU students currently exercise?

What types of exercise do TWU students prefer?

What are the main barriers to exercising among TWU students?

How important is it for TWU students to have access to fitness facilities near campus?

How motivated are TWU students to exercise?

How familiar are TWU students with the City Center Community Center?

What are TWU students' perceptions of the City Center Community Center's fitness facilities and programs?

The survey results will provide valuable insights for designing effective marketing strategies that can increase TWU students' usage of the City Center Community Center.

**Methods and Timeline:**

Develop survey questions and obtain City Center Community Center and TWU approval (Week 1-2)

Distribute the survey to a random sample of TWU students and collect responses (Week 3-4)

Analyze survey data (Week 5-6)

Design marketing campaign based on survey results (Week 7-8)

Launch marketing campaign at beginning of September.

**Conclusion:**

Overall, this proposal outlines a feasible solution for encouraging TWU students to exercise at the City Center Community Center. By understanding their motivations and barriers, a tailored marketing campaign can be designed to promote the center's fitness facilities and programs. The proposal will be strengthened by adding more specific examples and sources, integrating a theoretical framework, providing more details on the methodology for data analysis, and clarifying the plan for using research results to design the marketing campaign.

**Reference**

Ebben, W. (2008). *Motivations and barriers to exercise among college students* American Society of Exercise Physiologists.