

Marketing To Parkland Students: The Shadowed Market

Conducted By: Willie Morris

Department of Anthropology, College of Social Science, Parkland Community College

INTRODUCTION

I conducted marketing interviews with the managers of several local businesses in Champaign, IL, to find out how they market to Parkland College Students.



Source: <http://champaigncycle.com/>

AIM

Parkland College Students represent a profitable market that should not be completely overshadowed by University of Illinois Students.

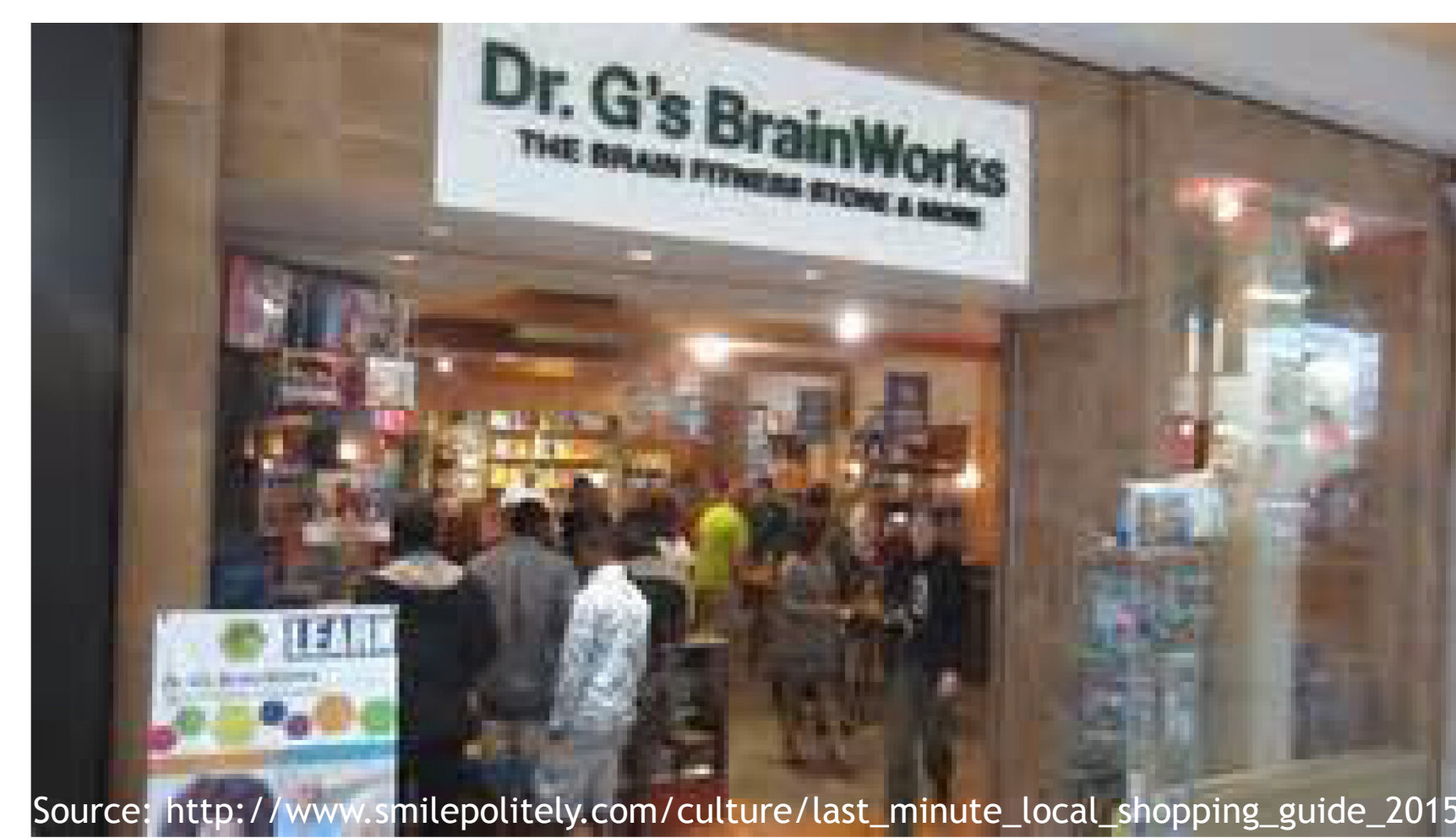
The aim of this research was to gain a better understanding of why local business owners do not specifically market to Parkland College Students.



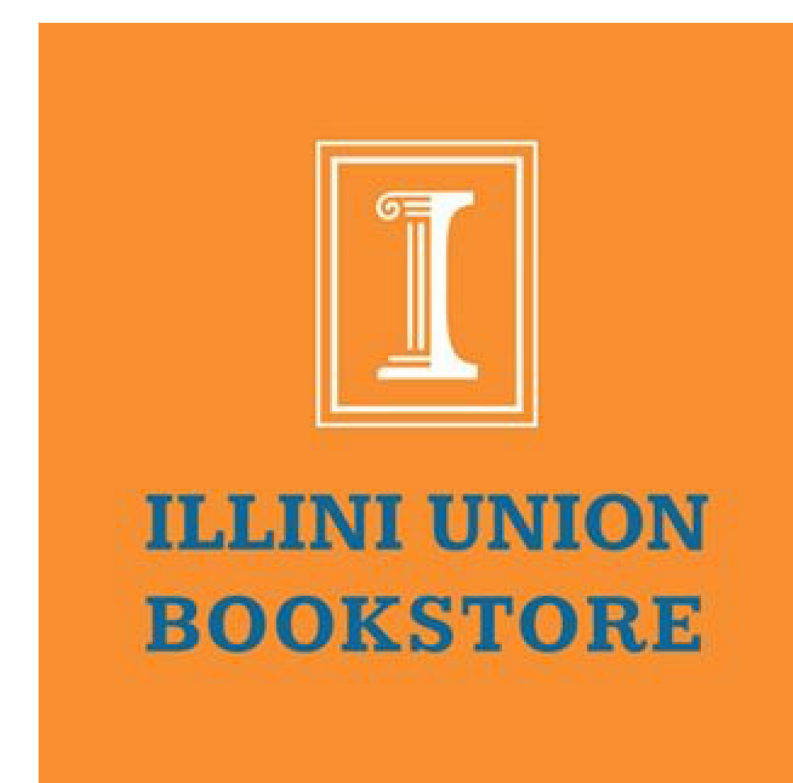
METHOD

I asked representatives from several local businesses (i.e., Austin's Sportswear, Illini Union Bookstore, Champaign Cycle, Brownfield Sports, and Dr. G's Brainwork) a series of questions to determine how these businesses develop their marketing strategy, and whether or not they specifically market to Parkland students. I also asked the reasons as to why or why not these businesses choose to market to Parkland students. Some of the questions asked include:

- How do you determine who you want to market to?
- What type of marketing plan do you employ?
- What are your sales techniques?
- Do you market to Parkland students? Why or Why not?



Source: http://www.milepolately.com/culture/last_minute_local_shopping_guide_2015/



RESULTS

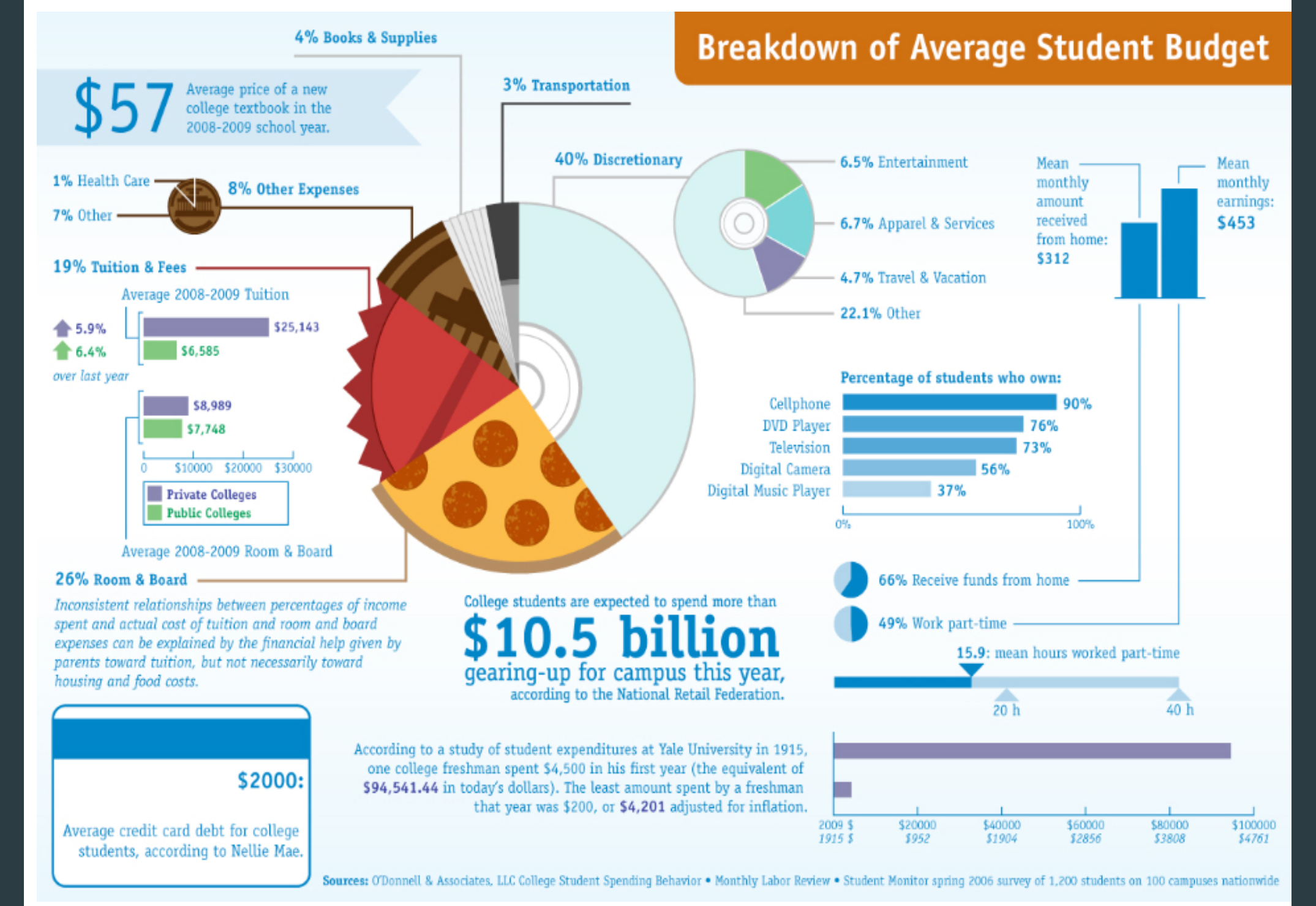
I learned that almost none of the local businesses specifically markets to Parkland students. Only 1 of the 5 businesses I interviewed had associations with Parkland College. After the interviews I also discovered that an I-card is an incredible perk for a University of Illinois student. A student with an I-card is able to obtain discounts and specials from over 20 businesses around the Champaign-Urbana area, including Antonio's Pizza, Arby's, Champaign Chiropractic Clinic, Culver's, GNC, Hardee's, and Kirby's Firestone.



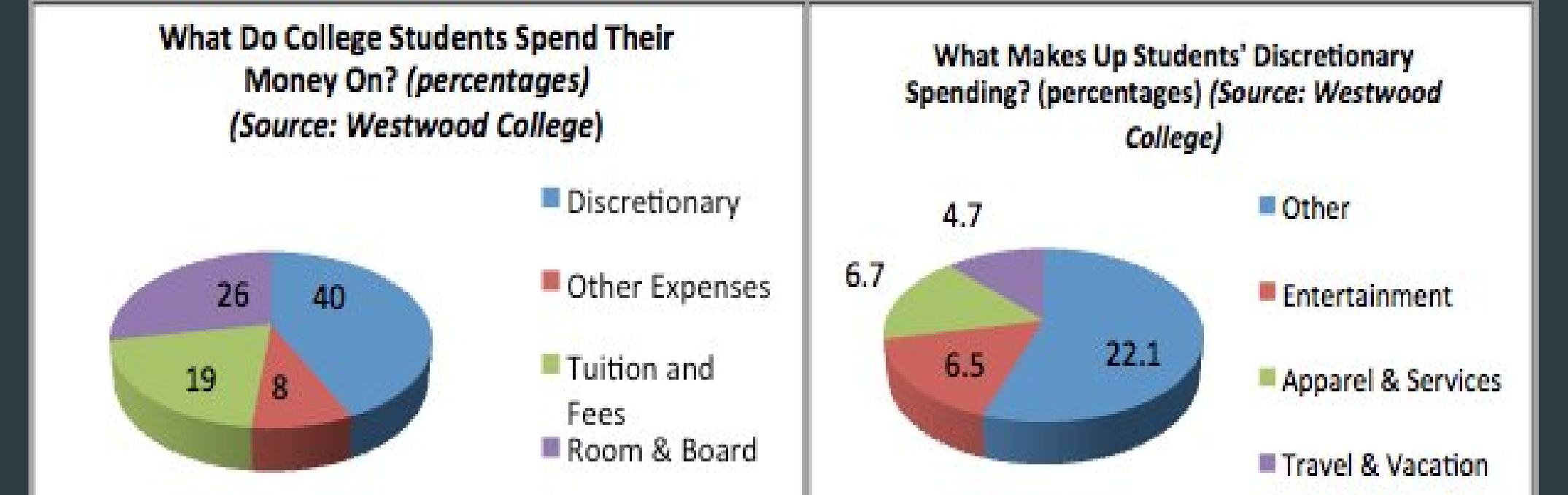
Source: <https://news.illinois.edu/blog/files/6367/211265/69075.jpg>



Statistics



Source: <http://www.dailyinfographic.com/average-student-budget-infographic>



Source: <http://www.marketing-schools.org/types-of-marketing/campus-marketing.html>

CONCLUSIONS

Parkland College students are a hidden market overshadowed by a much larger university. This is likely due to the international prestige and worldwide popularity of the University of Illinois, as well as the university's ties to local businesses.

ACKNOWLEDGEMENTS

Thank you to the following local businesses for your time: Austin's Sportswear, Illini Union Bookstore, Champaign Cycle, Brownfield Sports, and Dr. G's Brainwork.