Marketing and Recruiting Strategies

Lower Cost
- Traditional Advertising
  - Student/Campus Newspaper
  - Flyers and Brochures
  - Event Booths on Campus
- World Federation of Athletic Training & Therapy Membership
- Interprofessional Education
- National Athletic Training Month Promotion
- Social Media
  - Paid
  - Reels
  - Public Service Announcements

Higher Cost
- Traditional Advertising
  - Sideline Tent
  - Billboards and Buses
  - Movie Theater
- Advertise Through NATA and Other Organizations
- Promotional Items and Swag
- Graduate Fairs (out of town)

Lower Cost
- Website Optimization
- Graduate Fairs (local)
- Articulation Agreements with Other Institutions
- Relationship Building
  - High School Guidance Counselors
  - Academic Advisors in Higher Education
  - Advisors of Health Professions
  - Interprofessional Education
- Respond Promptly and Personally to Program Inquiries
- Social Media (presence)

Higher Cost
- Develop an Undergraduate Feeder Program (pre-AT track in another program)
- Geotargeting Digital Advertisements