

THANK YOU!



# GEICO®

# ReSource Pro

Thecasesolutions.com

### Survey

Thecasesolutions.com

- Designed with Qualtrics
- Administered in SIRP
- 453 responses
- GEICO's name not mentioned

**DEMOGRAPHICS**

**Brief Analysis**

### Situation Analysis

To analyze GEICO's internal and external factors relative to the Management Development Program

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**Strengths**    **Addressed**

**Opportunities**    **Threats**

### Goals & Objectives

**Goal #1**

**Goal #2**

**Data**

### Recommendation 1

Marketing collaboration amongst Social Media platforms, emails and the Career Center

**Strategy**  
Increase direct awareness advertising to Strong Branch Students on all platforms.

**Implementations**

Social Media

Linked in    Facebook

Emails

ZebraMail    Twitter    YouTube

### Recommendation 2

Strengthening Program Description

**Strategy**  
Apply and focus on growth opportunities that the description of the Program.

**Implementation**  
Collect feedback

**Notes:**

1. The goal is to increase awareness of the program among students and faculty.

2. The goal is to increase the number of students who are interested in the program.

3. The goal is to increase the number of students who are enrolled in the program.

4. The goal is to increase the number of students who are successful in the program.

5. The goal is to increase the number of students who are satisfied with the program.

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2. The goal is to increase the number of students who enroll in the program.

3. The goal is to increase the number of students who complete the program.

4. The goal is to increase the number of students who are employed after completing the program.

5. The goal is to increase the number of students who are satisfied with the program.

# Situation Analysis

to analyze GEICO's internal and external factors affecting the Management Development Program

## Thecasesolutions.com

### Strengths

- Strong company reputation to attract potential candidates
- Strong online marketing presence to broadcast the MDP program
- College recruiters



### Weaknesses

- Program Image To Potential Applicants
- Fewer office locations could dissuade applicants from applying
- Lack of awareness of Program



### Opportunities

- Expand location of GEICO offices to entice more applicants to apply
- Increase advertisements of MDP on various social media platforms

### Threats

- Increasingly competitive financial compensation
- Companies in other industries with similar Management or Leadership Development Equivalent Programs

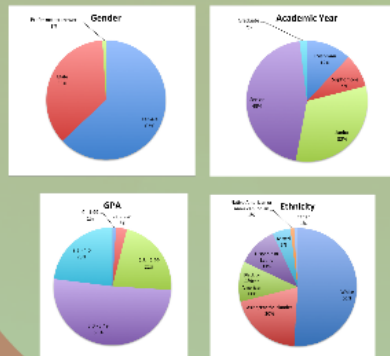
# Survey

**Thecasesolutions.com**

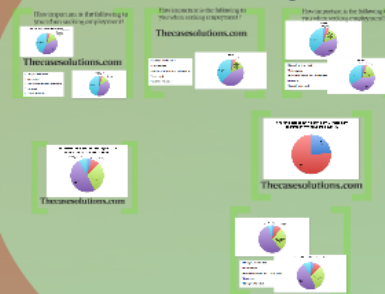
- **Designed with Qualtrics**
- **Administered in SBU**
- **153 responses**
- **GEICO's name not mentioned**



## DEMOGRAPHICS

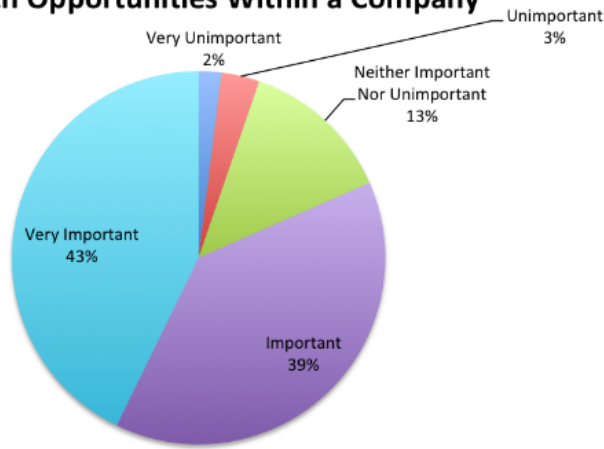


## Brief Analysis



# How important is the following to you when seeking employment?

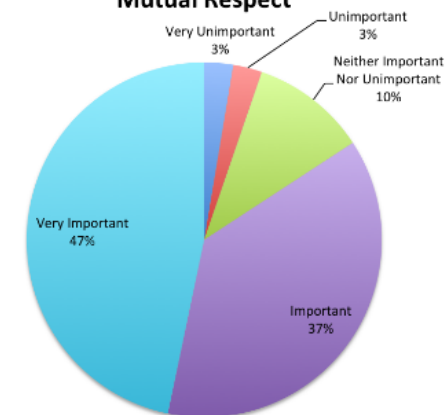
**Growth Opportunities Within a Company**



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- Strongly Uninterested
- Uninterested
- Neither Interested Nor Uninterested
- Interested
- Strongly Interested

**Mutual Respect**

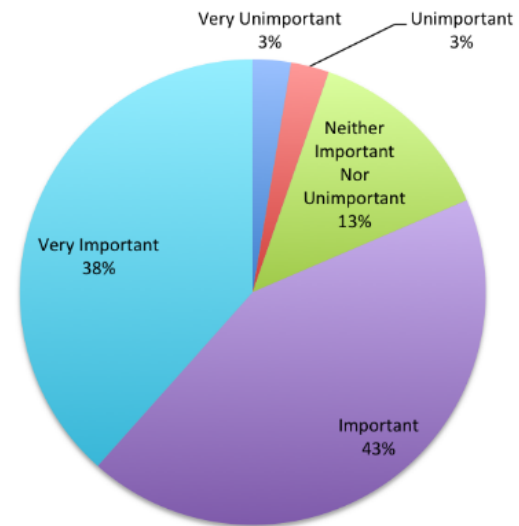


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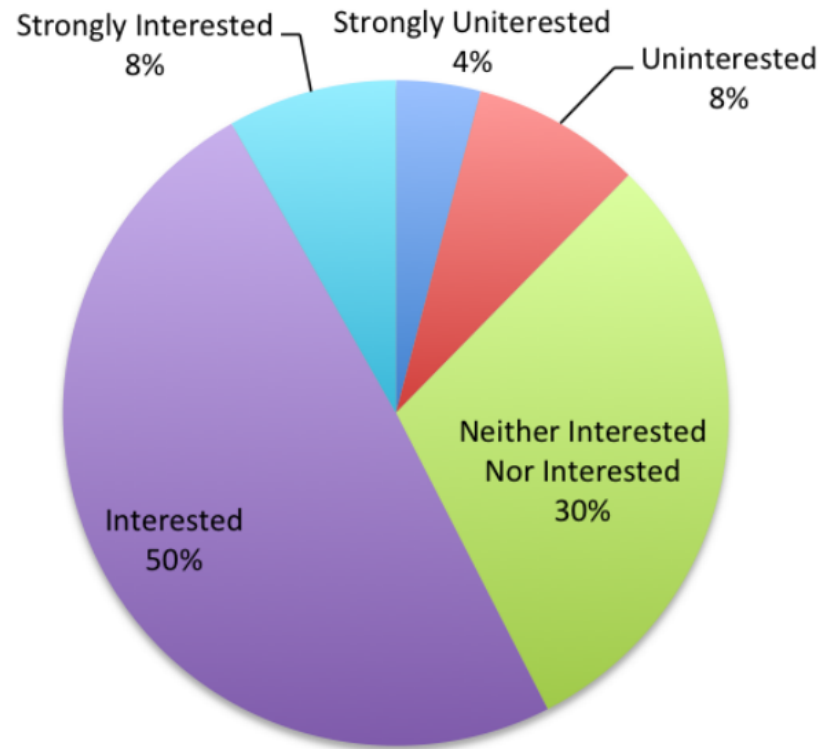
# Thecasesolutions.com

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- Uninterested
- Neither Interested Nor Uninterested
- Interested
- Strongly Interested

**Salary**

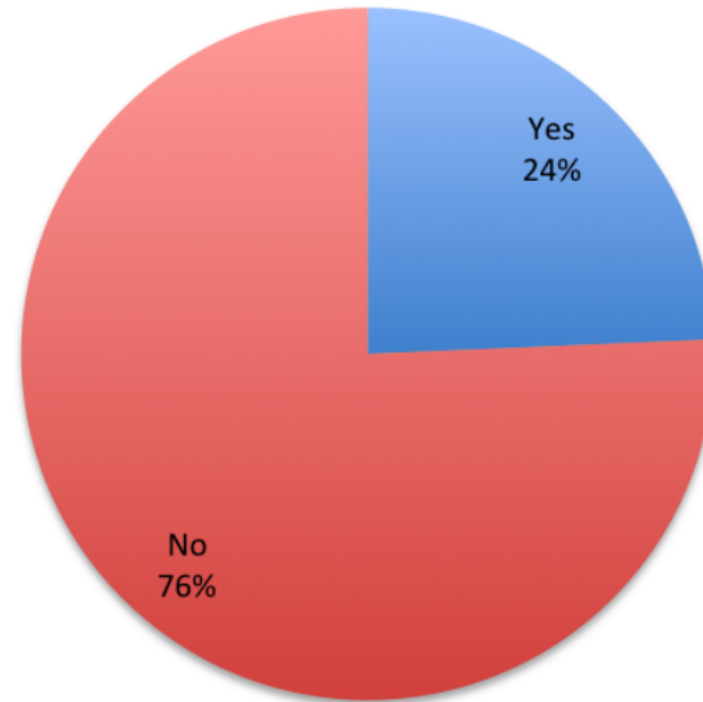


## How interested would you be to be apart of this Management Development program?



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**Have you heard about Management Development Programs prior to taking this survey?**



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# Goal #1

Establish greater awareness of  
Management Development Program  
amongst students in Stony Brook  
University

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**Objective 1:** Increase program  
advertising on both traditional  
and nontraditional media to gain  
familiarity of the program  
amongst all students