

#### NICHE MARKETING CASE STUDIES

# PRE-DOCTORAL FELLOWSHIPS FOR INDIGENOUS STUDENTS

## CERTIFICATE IN MOHAWK LANGUAGE AND CULTURE

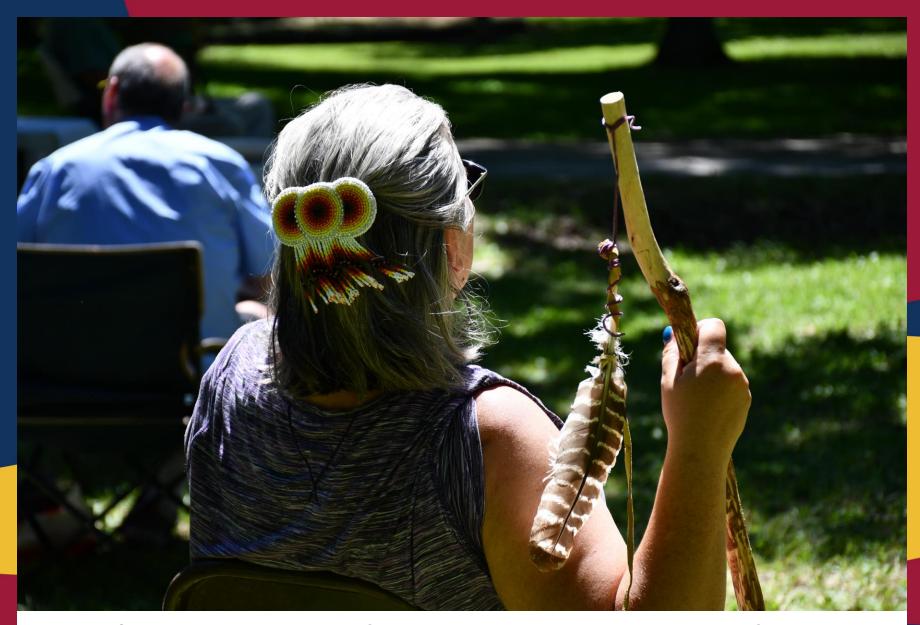
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**PRE-DOCTORAL Fellowships for INDIGENOUS Students** 



Do RESEARCH and build/leverage RELATIONSHIPS



**Tailor STRATEGIES and TACTICS to INDIGENOUS Audiences** 



**Craft appropriate MESSAGES and tell relevant STORIES** 



**Go with the FLOW and create TOUCHPOINTS** 

"I was just singing its praises to someone as a positive concrete action around TRC"



**Measure RESULTS and LESSONS learned** 



**CERTIFICATE** in MOHAWK Language and Culture



Do RESEARCH and build/leverage RELATIONSHIPS



**Tailor STRATEGIES and TACTICS to INDIGENOUS Audiences** 





**Craft appropriate MESSAGES and tell relevant STORIES** 



**Go with the FLOW and create TOUCHPOINTS** 





**Monitor and Measure RESULTS and LESSONS learned** 



### **NICHE MARKETING CASE STUDIES**

### PRE-DOCTORAL FELLOWSHIPS FOR INDIGENOUS STUDENTS CERTIFICATE IN MOHAWK LANGUAGE AND CULTURE

#### Building Relationships is key. Tips:

Show respect, develop trust and open communications.

Learn languages, cultures, ways of knowing and worldviews.

Participate and engage by visiting community and attending events.

Use consensus-building and recognize decisions are community-based.

Be willing to invest time, be patient, go with the flow, help out as an ally.

See the big picture beyond your own project goals as one thing leads to another.

The MORALS of my STORY