

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



Photo Credit: John Hill

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



entsitewatennà:ronke'
We will hear our words again

Kanyen'kéha
(Mohawk)

CERTIFICATE in MOHAWK Language and Culture



Do RESEARCH and build/leverage RELATIONSHIPS



Tailor STRATEGIES and TACTICS to INDIGENOUS Audiences



Thanyehténhas (Nathan Brinklow)

Lecturer in the Mohawk Language and Culture Certificate program

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