

Approval for Marketing & Communications Materials

The Marketing & Communications team develops, approves and produces Web communications, advertising, direct mail, public relations materials, social media content, institutional publications and promotions that support enrollment and retention goals of the University. These materials include magazines, html e-mails, view books, department flyers, presidential reports, direct mail campaigns and directory/search engine listings as well as print and/or digital advertising.

To ensure alignment and prioritization with the University's strategic plan, new marketing initiatives require completion of a Marketing plan. The purpose of the Marketing & Communications plan is to clearly define critical components, such as target audience, market need, messaging, media channels, budget, etc., and to ensure that an effective, integrated strategy is implemented.

Please refer to the Marketing & Communications page or the Brand Standards on MyMount for more information.