

DIVISIONAL MARKETING CHANNELS

The Student Affairs Marketing and Creative Services team provides the following channels and services to help support DSA departmental marketing efforts:

CREATIVE SERVICES

Print*

Graphic design
Posters
Foam core signs
Yard signs
Pluggers
Banners
Brochures
Apparel
Buttons
Stickers
Imprinted items
Campus posting service
And more!

*Design time is complimentary.
Cost of printed items and apparel
will be charged back to units.

Digital/Social

Story graphic (vertical)
Laker Hub digital signage
Web graphics
Other social graphics

Videography

Scripted video
Event highlights

Photography

Event coverage
Photo booths
Staff headshots
Commercial photography

MARKETING

Communications

Laker Weekly Newsletter
All student mass emails

Website

Redesign consultation
Complex page updates

Social

UComm liaison

Other

General consultation

DEPARTMENTAL RESPONSIBILITIES

Content Prep

Strategy and objectives
Web
Social
Presentations
Laker Weekly content

Outreach

Dept promo tables
Choosing promo items

Social

Daily/Weekly content
Scheduling/Calendars
Posting
Monitor/Respond
Analytics

Web

Content planning
Basic CMS editing
Event calendar submissions