

Frequently Asked Questions About Marketing at Rhodes State



1. How can marketing help me?

Marketing and marketing communication offers support and assistance in the planning of strategic integrated communication plans. It is critical to get marketing involved at as early a stage as possible in order to have the most efficient planning process. The types of services offered are summarized below:

- Branding
- Advertising
- Media publicity
- Integrated communications program planning & implementation support for events, sponsorships, etc.
- Issue & crisis communications management

2. How do I generate a new print piece?

Send a work request to Marketing@RhodesState.edu. Specify:

- Nature of request: Flyer, brochure, postcard, table tent, etc.
- In hands date for completed work or date of event
- Approval of the department head

3. How do I update an existing print piece?

Send a work request to Marketing@RhodesState.edu. Be sure to specify the piece and the update. Provide existing PDF or URL.

- Updates in Word as an attached file: Include screen shots for clarity, copy text from webpage and highlight changes in red, be as specific as possible
- Attachment of any documents to add/update
- Date update required
- Approval of department head

4. How much time should I allow for production of a

new ad?	3-4 weeks	new flyer?	2-3 weeks
new brochure?	6-8 weeks	update to existing literature?	2-3 weeks
new web page?	2-3 weeks	update existing webpage?	1-2 weeks
event planning?	6-8 weeks	promotional items?	2-4 weeks

5. Who do I contact to start a new project?

Please contact Lisa Goldstone or send a work request to Marketing@RhodesState.edu.

6. When do I use the Marketing Brief?

As often as possible to describe the context and strategy information to marketing in order to develop appropriate pieces. For all integrated programs, the brief is a must.

Frequently Asked Questions About Marketing at Rhodes State



7. What is the Marketing Activity Plan (MAP)?

A comprehensive list of marketing activities requested across the college. It provides the basis for prioritization and planning of workload. All requests should be submitted to the MAP for scheduling through a work request sent to Marketing@RhodesState.edu.

8. I want to have an event and/or provide promotional gifts. Who do I contact?

Rhodes utilizes the services of brand approved vendors. You may look on their websites below for ideas. Submit your requirement through a work request to Marketing@RhodesState.edu. Specify the type of item, the number items and the in hands date required.

All new promo pieces must have a production proof approved by the Office of Marketing & College Relations. Please allow 3 to 4 weeks for production and delivery. All promotional item costs will be billed to your cost center.

PromoHits: www.promohitsltd.com/
ProForma: www.proforma.com

9. What is available for use at events to promote Rhodes State?

- Rhodes table skirt in the black or white with logo
- Selection of appropriate pull up banners
- Selection of center pieces
- Variety of promotional items
- Welcome graphics (for digital TVs in Keese Multipurpose Center)

Please note that if non-standard material is required in the form of specialty flyers, invitations, or banners, additional production and planning time will be required.

10. How do I get a new webpage or an update to an existing webpage?

Provide the following information via a work request to Marketing@RhodesState.edu:

- URL of page to be updated
- Updates in Word as an attached file: Include screen shots for clarity, copy text from webpage and highlight changes in red, be as specific as possible
- Attachment of any documents to add/update
- Date update required
- Approval of department head

11. How do I send out a news release or get a story featured in the media?

Marketing@RhodesState.edu