



California State University
Dominguez Hills

PHILANTHROPIC FOUNDATION

1000 East Victoria Street • WH A-425 • Carson, CA 90747 (310) 243-3787

MARKETING COMMITTEE MEETING

Friday, May 26, 2017 – 11:00 AM

University Advancement Conference Room – Welch Hall, Suite C-490B

AGENDA

- I. Call to Order
- II. Introductions
- III. Overview
- IV. Market Research
- V. Campaigns/Marketing Mix
- VI. Public Relations
- VII. Internal Communications
- VIII. Branding
- IX. Goals 2017



YOU MAKE A DIFFERENCE... THANK YOU!