

Marketing Committee Agenda
October 14, 2016

- Introductions
- Overview
- Market Research
- Marketing Mix
 - Public - Bus tails, interior rail cards, OC transit
 - Digital – Targeted banners (cross platform), re-targeting, native, Pandora, Facebook, Instagram, Twitter
 - Website
 - Social
 - Video
 - Alumni banners – I’m a Toro
- Public Relations
 - Cision
 - PR Web
- Internal Communications
 - Communications audit
 - Organizational structure
- Branding
 - Communications audit
 - Brand guidelines 2.0
 - University-wide rebranding
- Goals 2017