

Timeline for Marketing Student Organization Events

4-6 Weeks Before

Decide on materials needed and optimal mediums for advertising.

Complete a student organization marketing request form at <http://www.uakron.edu/studentlife/source/>.

Note that when placing this request, there is a turnaround time of 4 weeks for posters, table tents, handbills, banners, and buttons, and a 4-6 week turnaround for brochures and booklets.

Please plan accordingly to these allotted times when submitting your marketing request.

5 Weeks Before

Submit the event to the University's electronic calendar at <http://calendar.uakron.edu>.

3 Weeks Before

For distribution on campus and in Student Union, contact the Information Center on the second floor of the Student Union, to view posting policies.

2 Weeks Before

Submit your event to be posted on Zipmail at <http://www.uakron.edu/zipmail>.

Outreach to other student organizations via email. Contact a source representative for more details at slsourceliaison@uakron.edu.

Encourage the Buchtelite (x7919) and Tel-Buch (x8442) to take photographs and write a story on your event.

Submit an announcement at the Information Center to be broadcast in the Student Union.

1 Week After

Fill out and submit a Marketing feedback form located at <http://www.uakron.edu/studentlife/source/marketing/>