

**Marketing Council Meeting
January 29, 2014
2 p.m. Western Room**

Agenda

New items:

- Digital Signage
- Introduce Heather Garcia, Regional Campus Marketing Manager
- Marketing academic departments and campus services at Regional Campuses
- Promotional Item Vendors-
http://www.wku.edu/marketingandcommunications/promo_products_vendors.php
WKU Purchasing- rating and feedback on vendors
<http://www.wku.edu/finadmin/purchasing/>
- View From the Hill
- New University Marketing Campaign
- WKU News

Updates and Reminders:

- Web Council meeting Friday, February 14 at 10:30 a.m. MMTH Auditorium
- Professional Marketing Association Membership
- WKU Mission Statement
- New office/department/unit names

Send announcements to marketing.council@lists.wku.edu.

Other items?

Next meeting date (tentative): April 16