

**Marketing Council Meeting
January 25, 2012
2 p.m. DUC Room 308**

Agenda

Updates and related Items:

- T-shirt vendors and recommended brands
- Directions to campus- Natcher Parkway exit changes

New items:

- Professional Marketing Association - Institutional Membership Rates
- WKU Web Council Meeting- Friday, February 10, 2-3 p.m. DUC 340
- OUCampus user list / WKU Web Council- If there's turnover, email webservices@wku.edu.
- Free advertising opportunities on Current Students and Faculty/Staff landing pages (photo sliders) and Spotlight section of WKU.edu homepage
- Campaign Celebration
- *Marketing on a Shoestring Budget* – Presentation by Stacey Biggs

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

Other items?

Next meeting date (tentative): April 18