Marketing Council Meeting  
October 24, 2012  
2 p.m. Faculty House  

Agenda  

New items:  
  • New Promotional Item Vendor, Ad-Venture Promotions -  
    http://www.wku.edu/marketingandcommunications/promo_products_vendors.php  
  • Request press releases, photography and media coverage at least two weeks in advance  
  • Request to add campus events to news feed: special.events@wku.edu  
  • SACS re-accreditation  
  • When to use specialization, concentration and track  
  • Social Media Directory  
  • Shortened URLs  
  • You’ve Got a Page, Now What? Getting the Most Out of Your Social Media - Presentation by Corie Martin  

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

Other items?  

Next meeting date (tentative): January 16