



OVERVIEW

- We are the in-house marketing agency for the entire university.
- Our staff is composed of 17 full-time employees and six student assistants.
- We are value-driven with low salaries, best-in-class tools, and minimal overhead costs.

VALUES

- Creativity is our passion.
- We are agents of change, builders of knowledge, and advocates of best marketing practices.
- Data-driven decisions and results guide our actions.

CULTURE AND SKILLS

- We are a creative, adaptive, agile, personable, and service-oriented team focused on customer service and achieving results for our clients.
- We are experts of diverse marketing, technical, web, print, photography, video, and social media skills and disciplines.
- We continue to learn, evolve, integrate, and collaborate more deeply across the entire university by providing leadership, sharing best practices, and learning from university stakeholders, competitors, and other professionals.

COMMITTED TO WRIGHT STATE PRIORITIES

- Increase enrollment: Aligned and closely collaborate with Enrollment Management, Graduate School, International Education, the colleges, and schools to achieve recruiting and enrollment goals.
- Our office serves as brand stewards for the university. *The Brandbook* is an evolving guide for messaging and visual elements. We provide solutions to branding issues, and maintain an extensive online library of assets including all official university, college, and department logos. We work with our licensing vendor, Learfield, to protect our brand and ensure that retail merchandise meets and strengthens Wright State's brand through worldwide retailing and distribution systems.
- Achieve cost saving, improve productivity, and build brand equity by eliminating duplication of services, technology, and content.

- The web team manages the public web presence for all colleges and divisions (exceptions: athletics, Dunbar Library, and vendor-based services), and is deeply integrated with central IT (CaTS) to provide the highest levels of service and technical functionality.
- Advertising strategy and placement is managed in-house and through a single media buying service.

- The photography and video team are experts in both media. They create compelling visual content to achieve our recruiting goals, enhance the university's image, document our history, and tell our stories on the web, in print, and in digital and social media.

- All major print and direct mail projects are managed through two primary vendors, Printing Services (Xerox consortium) and ThinkPrinted (e.g. large-scale print and direct mail for Enrollment Management, *Wright State University Magazine*).
- Our social media strategy, reputation, and engagement is proactively enhanced and centrally monitored through our social media platform and a collaborative network of social media leaders.

Please visit the Wright State University Office of Marketing website at wright.edu/marketing for additional details.

Office of Marketing



About

Services

Blog

Brand

About



What We Do

We shape the public perception of Wright State University. We do this by:

Being stewards of our brand

We ensure that the university speaks with a unified voice and maintains a consistent visual identity.

Establishing the university's overall marketing direction

We manage all official advertising, websites, print materials, and top-level social media channels.

Developing successful strategies

We craft and execute strategic marketing plans that help our campus partners reach their goals.

Communicating the Wright State story

We use an array of print and electronic formats to communicate our messages to university stakeholders, including prospective and current students, faculty, staff, alumni, lawmakers, and donors.

Building beneficial relationships

We offer our campus partners the highest quality services and products at affordable prices through our connections with the best agencies, vendors, and media buyers in the region.

Search



MENU



About

Services



The Office of Marketing offers all services needed to market an event, program, or cause about Wright State. From strategy to photography, contact us to start your project.

Get Started

We look forward to partnering with you on your marketing needs.

Project Request



STRATEGY



BRAND MANAGE



ADVERTISING



EVENT PROMOTION



PHOTOGRAPHY

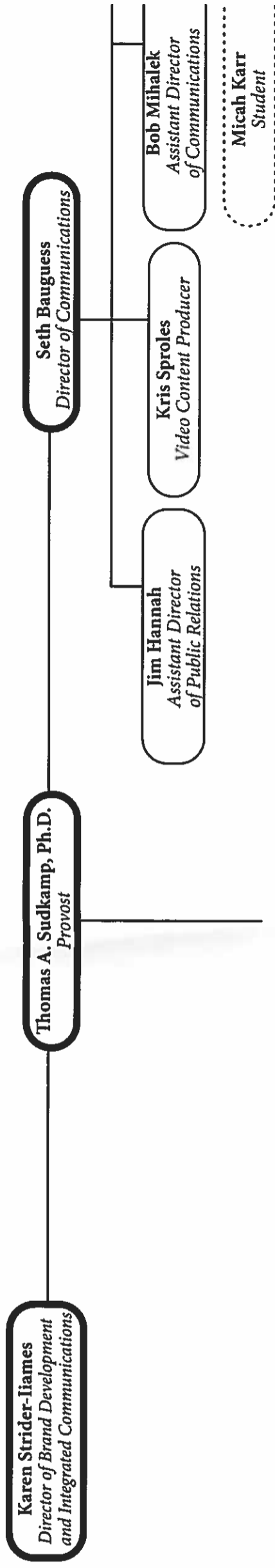


PRINT



SOCIAL MEDIA

Office of Communications



Office of Marketing

wright.edu/marketing
 • Customer focused • Collaborative • Results driven

