

Integrated Marketing and Communications Task Force

Wednesday, Feb. 6, 2008

10 a.m., Stern Student Center Ballroom

Agenda

- I. Update — Logo and Brand Manual
- II. Report — Preliminary Advertising Plan
- III. Update — Website Development Subcommittee
- IV. Group Discussion — Brand Story Examples
- V. Group Exercise/Discussion — Differentiation
- VI. Upcoming Meetings
 - March 5
 - April 2
 - May 7
 - June 4