

Integrated Marketing and Communications Task Force

Wednesday, March 5, 2008

10 a.m., Stern Student Center Room 409

Agenda

- I. Update — Logo and Brand Manual

- II. Update — Website Development Subcommittee

- IV. Group Discussion — Brand Story Examples

- V. Group Exercise/Discussion — Differentiation

- VI. Upcoming Meetings
 - April 2
 - May 7
 - June 4