

COMMUNICATING THE BRAND

BUILDING THE VALUE

CREATING THE TRUST

GENERATING THE REFERRALS

DEFINING THE ORGANIZATION

INCREASING THE RECOGNITION

INSPIRING THE CONSTITUENCIES

CoB MARKETING AND COMMUNICATIONS PRODUCTION PROCESS

The CoB Office of Marketing and Communications is here to help give your communications a professional sheen by providing content creation, graphic design, digital presentation media, photography and event support, all in keeping with JMU branding standards.

We proudly serve the entire College of Business, including eleven programs/schools, three centers, the Office of Professional Development and Engagement, Advising and Support Center and the Deans office. We also maintain the website for those offices under the College of Business umbrella, including the Hart School and three centers, and oversee social media for the college and its partner accounts.

The following is a guide to help understand the marketing and communications process from large projects to small. Projects will be accepted based on lead time, our availability, alignment with college marketing goals, etc. **We look forward to teaming up with you.**

“Brand is the cognitive and affective space where institutional identity and individual identity encounter, experience and converse with each other.”

– Snavelly Associates



College of Business

PROJECT LEAD DESIGNATION

Prior to client meeting – determine one contact or representative for us to work with throughout the process

CLIENT MEETING

Client Meeting – Answers to these questions inform each step of the process below and are reconsidered throughout the project

- What are we trying to accomplish?
- Who is the audience?
- Where will this be used/distributed/seen?
- When does this need to be delivered?
- How does the project request fit with the goals of the Office of Marketing and Communications?

EXPLORATION CYCLE

Research/Discovery

- Gain topical information/review samples of similar work
- Verify information

Email parties involved

- Conduct interviews

Ideation

- Storyboard/storyline
- Mock up/conceptualize layout
- Platform constraints/possibilities
- Strategize - how to integrate across multiple platforms, timing

DESIGN CYCLE

Asset gathering

- Images - find, request or take
- Quotes
- Text
- Distribution list

Mock-up

- Internal proofing - what are we missing? Have we used all content?
- High level edit for brand, logical flow of content, etc.

PROOF CYCLE

First draft to client when applicable

- Edit, add, move content, make cuts, refine overall layout

Second draft to client when applicable

- Typos, spacing, grammar
- Last opportunity for client changes

PRODUCTION CYCLE

Final draft/internal proof/preparation

- Check links, pre-headers, subject lines for emails
- Confer with printers on estimates, file formats, deadlines

- Packaging of files
- Submitting for final release/print
- Schedule, finalize hashtags, handles

- Determine tags/media outlets for news
- Upload

PROJECT DELIVERY DATE

NOTE: Delays during the proof cycle and requesting changes after approval will impact the project delivery date.