The goal of the Marketing Office is to assist the students, faculty, and staff in promoting the University, to help promote events such as health fairs and fundraisers both internally and externally and to share positive success stories of our community engagement efforts and events as well as the success stories of our students, faculty, and staff.

Promotion assistance includes:

- Postings on social media
- Blog articles
- Announcements on screens in student commons and dental and orthodontic clinics
- Graphic designs such as posters, t-shirts, flyers, etc.

Enclosed in the Marketing Assistance Packet are the following forms:

- Marketing Request Form
- Announcement Submission Form
- Story Submission Form

Marketing Request Form
The Marketing Request Form should be filled out completely if you are in need of the following:

- A graphic design such as a poster, t-shirt design, flyer, etc.
- Printing
- Bulk Mailing

The form should be submitted 1 MONTH prior to the determined due date. This provides the Marketing Office enough time for creation, editing, and printing.

Announcement Submission Form
The Announcement Submission Form should be filled out completely if you are in need of promotion for the following:

- Fundraising Event/ Opportunity
- Health Fair (or similar event)
- Student Organization Recruitment
- Miscellaneous Announcement (Library Hours Changing, Application Available, etc.)

The form should be submitted at least 1 MONTH to 2 WEEKS prior to the announcement in order to give
the Marketing Office enough time to promote the above mentioned items.

**Story Submission Form**
The Story Submission Form should be filled out for the following:

- Accolades (Recognition for Awards, Scholarships, etc.)
- Community Participation (Service projects, humanitarian trip, etc.)
- Success of Health Fairs, Fundraisers, etc.

Please submit the form no later than **1 WEEK** after the announcement. This allows the Marketing Office the opportunity to provide the University and the community with timely/ relevant news.

The Announcement Submission Form and Story Submission Form provides the necessary information the Marketing Office will need to post on social media, write a blog post, and put on screens in the student commons at both campuses, and at the orthodontic and dental clinics. This information will also provide us the necessary details to produce press releases to provide to the media if the announcement merits media attention.

All forms need to be provided to the Marketing Office via email at marketing@roseman.edu or hand delivered to Rachael Wadley or Jason Roth (Henderson) or to Tracy Hernandez (South Jordan). Please do not go to our graphic designer directly, as the Marketing Office handles all graphic design requests and handles scheduling in order to meet all deadlines.

Please feel free to contact the Marketing Office with any questions.