

Office of College Marketing		Standard Plan		July 2003 - June 2004									
<i>This graphic presentation reflects standard Fall/Spring/Summer semester-based activities only. Timeline is subject to change.</i>													
		JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Newspaper Advertising													
	<i>Credit Semester Campaigns</i>												
	<i>Non-Credit Semester Campaigns</i>												
	<i>Emotive</i>												
Radio Advertising													
	<i>Credit Semester Campaigns</i>												
	<i>Non-Credit Semester Campaigns</i>												
Direct Mail (includes residential mailings)													
	<i>Credit Semester Campaigns</i>						R			R			R
	<i>Non-Credit Semester Campaigns</i>	R						R				R	
Press Release													
	<i>Credit Semester Campaigns</i>												
	<i>Non-Credit Semester Campaigns</i>												
Publications (from prep to delivery)													
	<i>Begin to End Credit</i>		Spr	Spr	Spr		S/F	S/F	S/F	S/F			
	<i>Begin to End Non-Credit</i>	Fall			Spr	Spr	Spr		Sum	Sum	Sum	Fall	Fall
Movie Theatre/Cinema Advertising													
	<i>Collegewide Emotive</i>												
Billboard													
	<i>Collegewide Emotive</i>												
Television/Cable													
	<i>Collegewide Emotive</i>												
Bus Shelter													
	<i>Collegewide Emotive</i>												