Developing effective communications

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Your introductions
Why we communicate
So why is this goal of ‘prompting action’ – often referred to as ‘marketing’ – a challenge?
Understanding the true meaning of ‘marketing’
“All boats rise”
The role of research & planning

Who is the audience?

What do you want from them? That is, what is the purpose of a particular communication (or set of communications)?
Selecting the right tools
Use of core creative expressions
Additional best practices
Integration & evaluation
CSUF’s department of Strategic Communications within University Advancement
Additional questions and discussion