
Research Request - Integrated Marketing Structures

1 message

Wendth, Lauren <LWendth@eab.com>
To: "cemanj@uwosh.edu" <cemanj@uwosh.edu>

Wed, Jun 10, 2015 at 3:36 PM

Dear Jamie,

I hope that this email finds you well. I spoke to the research team about integrated marketing structures in higher education, and wanted to share our resources in this area. Marketing and communications offices play an integral role in realizing strategic goals across an institution, from advancement to admissions. Especially for small but growing institutions, integrated marketing allows a central office or team to identify and implement a cohesive and compelling institutional brand. The alternative—allowing each unit to manage its own marketing and communication—often leads to muddled and non-cohesive messaging. Our research contacts recommend a centralized or hybrid model, in which one office is the owner of the university's message, identity, graphic standards, and promotional efforts. The creation of a centralized marketing office does not typically change the content of institutional marketing material; rather, it ensures that all advertisements for the institution appear uniform in their message and branding. Institution-wide marketing messages should be consistent with the message outlined in the strategic plan.

The following reports address transitioning to integrated marketing in more detail:

- [Integrated Marketing and Strategic Resources](#) – As institutions seek to increase enrollments, they create centralized marketing offices that oversee all institutional branding. This report examines staff and technology resources necessary to support centralized marketing efforts. It also describes advertising spend mixes and the assessment of integrated marketing initiatives. **Pages 10-11** discuss centralized marketing office staff and structure.
- [Developing and Executing an Integrated Marketing Plan](#) – This brief explores integrated marketing, from the theoretical definition of the concept to launching an integrated marketing initiative with insight and recommendations from integrated marketing practitioners. **Pages 8-10** address the organization of integrated communications and marketing offices at profiled institutions.

I hope that these resources are helpful to you. Please let me know if you have further questions.

Lauren

Lauren C. Wendth

Senior Manager, EAB Account Management

EAB

202-568-7068 direct | 518-396-7176 mobile | 202-266-5700 fax

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