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DSU Marketing Team Receives Advertising Awards

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Delaware State University recently became the recipient of four Educational Advertising Awards from *Higher Education Marketing Report* ? which holds the largest educational advertising awards competition in the country.

DSU and the advertising agency Caspari McCormick won a Bronze Award and a Merit Award for their joint work on the new DSYOU campaign ad and the University?s latest *Undergraduate Viewbook*, respectively.

DSU also won two Bronze Awards for its Founder?s Day printed program ? designed by Brandon Maddox, DSU marketing specialist ? and for its **P**ull-out Poster Pen, designed by Tracy Channel, communications manager, and identified by Charity Shockley, grants manager.

All of the recognized DSU personnel work in Institutional Advancement.

?This award is important to Institutional Advancement in that it means the higher education industry recognizes the caliber of Delaware State University?s communications materials,? said Stacey Colton, DSU director of integrated marketing.

The DSU entries were among nearly 3,000 submitted by colleges and universities from all 50 states and several foreign countries.

Caspari McCormick is a Wilmington, Del.-based ad agency that has been in business for 12 years.

Higher Education Marketing Report has been the nation?s leading marketing publication for higher ed marketing professionals for 28 years.

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Stacey Colton, director of marketing, and Brandon Maddox, integrated marketing specialist, hold up the DSU marketing works that have been recognized with EA Awards.

The DSU Pull-out Poster Pen was also honored with an award.