Department of Integrated Marketing

Services

The Integrated Marketing Department at DSU offers a full range of creative promotional services for the University community, including brochures, forms, newsletters, posters, banners, event signage, media placement and much more. Economical and creative promotional services from our staff can help you effectively market your department, college or program. Our offices are located in the Administration Building. To get started contact the office at 302.858.6061.

Electronic newsletters

Our department produces a bi-weekly and a bi-monthly newsletter. eNews is a bi-weekly newsletter that is created with information provided by constituents of Delaware State University (faculty, staff and students). To post your event or announcement, please email your item including any attachments for inclusion to enews@desu.edu [1]. If you would like to be put on our mailing list for eNews, please contact Tracy Channel at tchannel@desu.edu [2].

The DSUpdate is a bi-monthly newsletter that is targeted to alumni and friends of Delaware State University. Please feel free to forward information for inclusion to jerickard@desu.edu [3]. If you would like to receive the DSUpdate, give us your information at www.desu.edu/register-dsupdate [4].

Website consulting

The Integrated Marketing Department oversees all the content on the main University website. For most departments, a content manager has been assigned to assist with Web updates. If you need assistance with your pages, or you are not sure who the content manager is in your area, please contact webmaster@desu.edu [5].

Delivery expectations

The services that are offered by the Department of Integrated Marketing are targeted and created especially to get your message to the right audience. A great deal of care and consideration goes into each piece we create, and while we always strive to complete projects in a timely manner, a certain amount of time must be allotted to each job for creative and production. **Normal print orders take 7-10 business days from *final proof approval* to complete production.** Please also give time for design, layout and proofing. Should your work order have a more restrictive timeline, please contact the department to discuss your specific needs. Should the specifications of your request require a longer timeline to complete, you will be contacted.

Source URL: http://desu.edu/marketing/department-integrated-marketing

Links
[1] mailto:enews@desu.edu?subject=eNews%20submission
[2] mailto:tchannel@desu.edu?subject=Add%20me%20to%20eNews%20mailing%20list
[3] mailto:jerickard@desu.edu
[4] http://desu.edu/form/register-dsupdate
[5] mailto:webmaster@desu.edu