Recruitment Marketing at UTC
Four Key Elements
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- **BRAND DISCOVERY** to Understand Identity and Perfect Expression
- Enhancing and Expanding RECRUITMENT MATERIALS
Four Key Elements

BRAND DISCOVERY
to Understand Identity and Perfect Expression

Enhancing and Expanding RECRUITMENT MATERIALS

Creating a SEAMLESS DIGITAL EXPERIENCE

THE UNIVERSITY OF TENNESSEE CHATTANOOGA
Four Key Elements

- **BRAND DISCOVERY**
  to Understand Identity and Perfect Expression

- **Enhancing and Expanding**
  RECRUITMENT MATERIALS

- **Creating a SEAMLESS DIGITAL EXPERIENCE**

- **Developing a PAID PLACEMENT PLAN**
  Improving Earned Media

THE UNIVERSITY OF TENNESSEE
CHATTANOOGA
UTC Brand Project Timeline

- Convene Brand Council
- Research Brand Development Companies
- Company Presentations and Selection
- Brand Research, Surveys, Focus Groups
- Brand Findings and Platform Development
- Creative Development and Messaging
Recruitment is a Team Effort