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El Camino College Public Relations & Marketing Department Garners Four Awards

El Camino College's Public Relations & Marketing Department recently won four Medallion Awards at the National Council for Marketing & Public Relations (NCMPR) annual regional conference. Entries for this prominent awards program are judged by a panel of industry leaders in advertising, public relations, marketing, design, and other related areas.

A silver award was received in recognition of the college's overall marketing campaign for the 2008-09 academic year. The award cited the efforts in the areas of advertising, direct-mail and publicity campaigns. ECC also garnered a silver award for the media campaign and coverage of the announcement of the college's participation in the new Osher Scholarship Endowment Program. ECC brought home a bronze award in the Social Marketing category, recognizing the college's success in implementing and maintaining a highly successful [Twitter](#) and [Facebook](#) presence, which drives more traffic to the college Web site. Additionally, El Camino College Compton Center received a bronze award for its marketing campaign.

The National Council for Marketing & Public Relations is the only organization of its kind that represents marketing and public relations professionals at community and technical colleges. NCMPR has more than 1,550 members from more than 650 colleges across the United States, Canada and other countries.

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