



El Camino College
Compton Center

El Camino College Public Relations & Marketing Department Advertising/Marketing Campaign Summer/Fall 2015 Enrollment

Objectives:

To promote ECC Compton Center student success; to increase enrollment and awareness through messaging and continued branding of Compton Center in the community.

Audience:

High school students, graduates and their parents; current students; potential students; community leaders/influencers; and the general public.

FREE MEDIA

ECC Compton Center website, community newsletters, class schedules, catalog, online social media outlets, online newsletters, and news releases

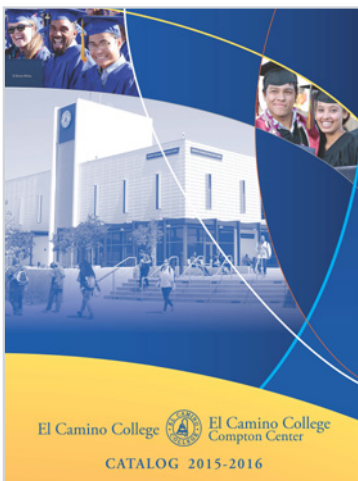
WEBSITE



CLASS SCHEDULES



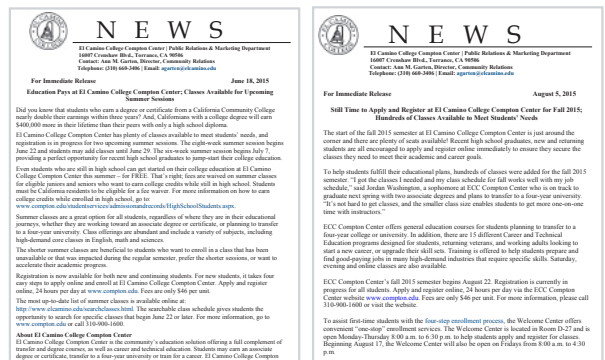
CATALOG



COMMUNITY NEWSLETTER

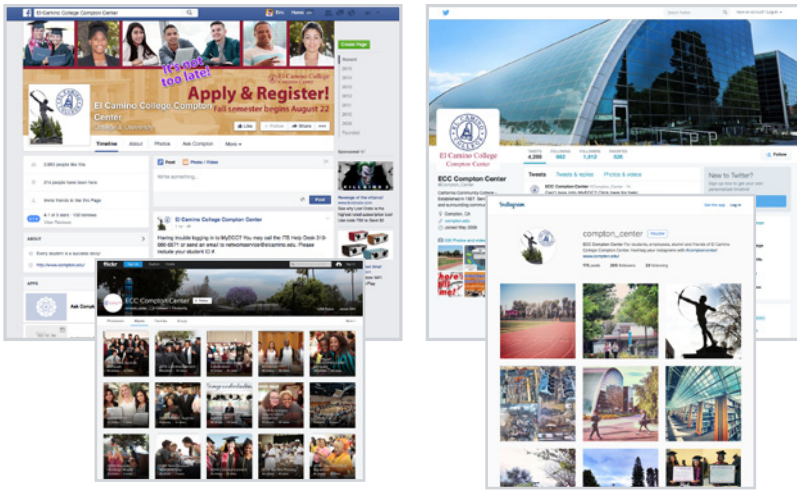


NEWS RELEASES



FREE MEDIA (continued)

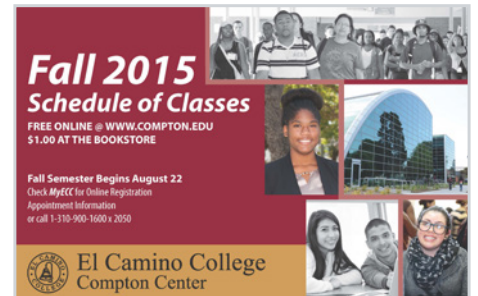
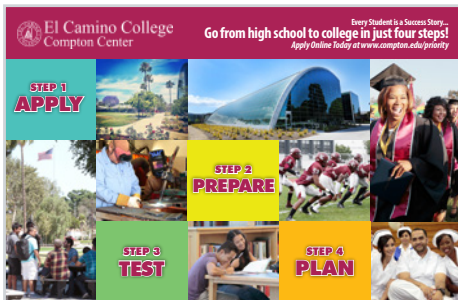
ONLINE SOCIAL NETWORKS: Facebook, Twitter, Instagram and Flickr



KIOSK POSTER



POSTCARDS



PAID MEDIA

ECC Compton Center bus ads, Facebook ads, Twitter Card ads, radio ads, and movie theater ads

BUS ADS

Full Wrap Ads and Lowback - Routes throughout Los Angeles County



PAID MEDIA (continued)

MOVIE THEATER ADS

**El Camino College
Compton Center**

Hundreds of Classes Added

8-Week Session begins June 22 6-Week Session begins July 27

Apply & Register Today! MyECC

WWW.ELCAMINO.EDU/MOVIES f t i y

**El Camino College
Compton Center**

EDUCATION Pays!

It's Not Too Late!

Fall semester begins August 22

WWW.COMPTON.EDU/MOVIES MyECC

RADIO ADVERTISING:

Audio/broadcast and online banner ads: KJLH, iHeart and Real 92.3

EDUCATION Pays! 100s of Classes Added!

EL CAMINO COLLEGE COMPTON CENTER

Hundreds of Classes Added for Fall
It's Not Too Late to Register!

EL CAMINO COLLEGE COMPTON CENTER

EDUCATION Pays!

IT'S NOT TOO LATE TO REGISTER

ECC COMPTON CENTER

EDUCATION Pays!

Get a degree or certificate with evening and online classes

ONLY \$46/UNIT!

APPLY & REGISTER TODAY!

El Camino College Compton Center

PRINT ADVERTISING:

UC/CSU Newspapers and Bellflower & Long Beach SchoolNews Ads

FREE Summer Classes at El Camino College Compton Center!

Free college classes available to eligible high school juniors and seniors!

Earn college credits while still in high school!

ECC Compton Center has two summer sessions:
 Eight-week session begins Monday, June 22 Six-week session begins Tuesday, July 7

Eligible high school juniors and seniors must apply online and submit a Concurrent Enrollment Application. For more information visit www.compton.edu/free

El Camino College Compton Center

Apply online today at www.compton.edu/free

SAVE \$\$\$ THIS SUMMER!

Classes are **only \$46 per unit!**

100s of Classes Available for Summer at El Camino College Compton Center

First six-week session begins Tuesday, May 26 Eight-week session begins Monday, June 22 Second six-week session begins Tuesday, July 7

Apply Online Today!
compton.edu/apply4summer

El Camino College Compton Center 1111 E. Arterial Blvd., Compton, CA 90221 310 900-1600 • compton.edu

FREE Summer Classes at El Camino College Compton Center!

Save time and money - get a jump-start on earning college credit!

Concurrent Enrollment credits can help you finish high school and start college, all at the same time!

For more information on how you can earn college credits while still enrolled in high school, visit www.compton.edu/free. (Eligible high school juniors and seniors must apply online and submit a Concurrent Enrollment Application.)

Choose from two summer sessions:
 Eight-week session begins Monday, June 22 Six-week session begins Tuesday, July 7

El Camino College Compton Center

Apply online today at www.compton.edu/free

PAID SOCIAL MEDIA ADS

FACEBOOK:

El Camino College Compton Center
Sponsored · 🗨️ Like Page

6-week summer classes begin 7/7 at El Camino College Compton Center. Apply & Register now!



Make the most of summer!

WWW.COMPTON.EDU

El Camino College Compton Center
Sponsored · 🗨️ Like Page

Jump start your college career at El Camino College Compton Center. Classes only \$46/unit!




Save \$\$\$ this summer!

WWW.COMPTON.EDU

El Camino College Compton Center
Sponsored · 🗨️

Achieve transfer or career success at El Camino College Compton Center. Apply Now!




Education Pays!

www.compton.edu

Sign Up

El Camino College Compton Center
Sponsored · 🗨️

Jump start your college career at El Camino College Compton Center. Classes only \$46/unit!




Register Now!

www.compton.edu

El Camino College Compton Center
Sponsored · 🗨️

Register now for fall at El Camino College Compton Center.



It's Not Too Late!

www.compton.edu

TWITTER:

ECC Compton Center @Compton_Center 24 Jun 2015

Hundreds of classes available at ECC Compton Center. Apply & Register today – summer classes begin July 7. [cards.twitter.com/cards/nlotB/ny...](#)



Register Today! It's not too late! [compton.edu](#)

Apply here

ECC Compton Center @Compton_Center 24 Jun 2015

Education Pays! Achieve transfer or career success at ECC Compton Center. 6-week summer classes begin July 7. [cards.twitter.com/cards/nlotB/ny...](#)



Education Pays! Apply online at ECC Compton Center [compton.edu](#)

Apply here

ECC Compton Center @Compton_Center 24 Jun 2015

Jump start your college career at El Camino College Compton Center. Summer classes are only \$46/unit. [cards.twitter.com/cards/nlotB/ny...](#)



Education Pays! 100s of Classes Added at ECC Compton Center [compton.edu](#)

Apply here

ECC Compton Center @Compton_Center 24 Jun 2015

Education pays! 6-week summer classes available at ECC Compton Center - only \$46/unit. Apply & Register today! [cards.twitter.com/cards/nlotB/ny...](#)



Apply online today for summer 2015 at ECC Compton Center [compton.edu](#)

Read more

ECC Compton Center @Compton_Center 3 Jul 2015

It's not too late! Apply & Register today! Classes only \$46/unit at ECC Compton Center. [cards.twitter.com/cards/nlotB/p0...](#)



Apply online today for fall 2015 at ECC Compton Center [compton.edu](#)

Apply here

ECC Compton Center @Compton_Center 3 Jul 2015

Education Pays! Achieve transfer or career success at ECC Compton Center. Fall classes begin August 22. [cards.twitter.com/cards/nlotB/p0...](#)



Apply online at ECC Compton Center [compton.edu](#)

Apply here

ECC Compton Center @Compton_Center 24 Jun 2015

Jump start your college career at El Camino College Compton Center. Summer classes are only \$46/unit. [cards.twitter.com/cards/nlotB/ny...](#)



Education Pays! 100s of Classes Added at ECC Compton Center [compton.edu](#)

Apply here