



El Camino College Public Relations & Marketing Department Advertising/Marketing Campaign Spring 2016 Enrollment

Objectives:

To promote El Camino College student success; to increase enrollment and awareness through messaging and continued branding of the college in the community.

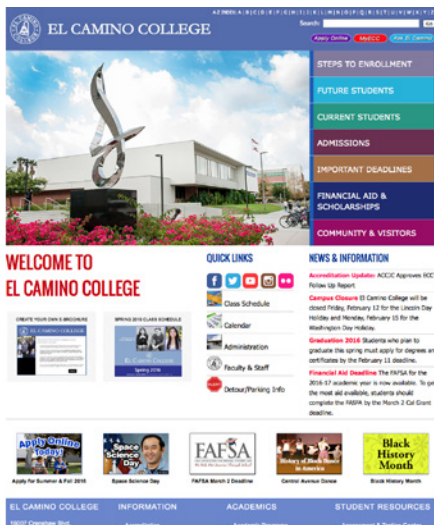
Audience:

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

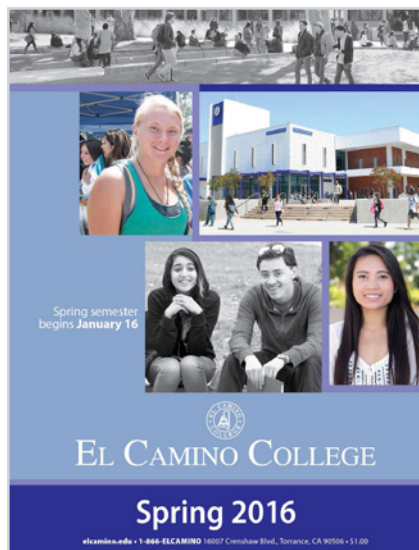
FREE MEDIA

El Camino College website, community newsletters, electronic signboard, class schedules, catalog, online social media outlets, online newsletters, and news releases

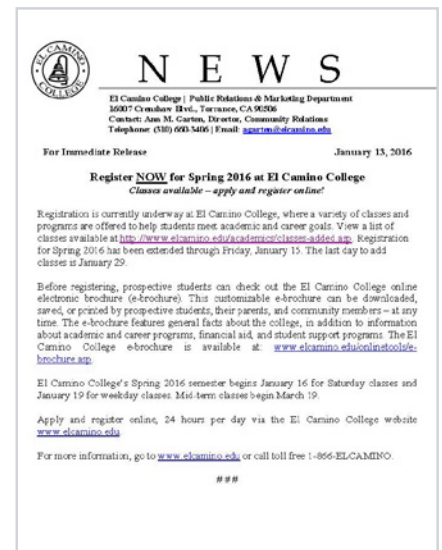
WEBSITE



CLASS SCHEDULE



NEWS RELEASE



ONLINE SOCIAL NETWORKS: Facebook, Twitter, Instagram, YouTube, and Flickr

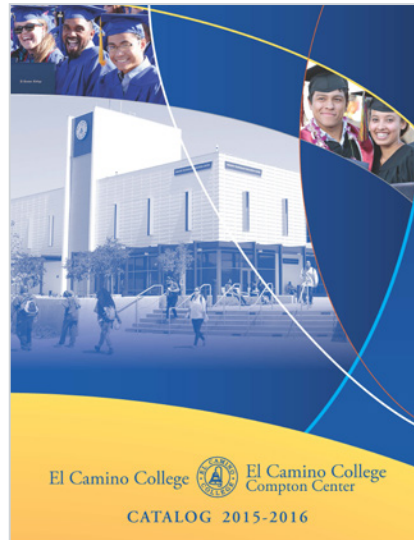


FREE MEDIA (continued)

SOCIAL MEDIA GRAPHIC



CATALOG



COMMUNITY NEWSLETTER



WEB PAGE

SPRING 2016 - El Camino College Seats Available
as of January 20, 2016

Online Registration is Closed
To Add a Class, you must obtain an Add Code from the Instructor.
Be sure you have a current spring 2016 application on file.
(Questions? Please contact the Admissions Office (SSC, Bldg.) 330-660-3414)

Section Name	Start Date	Meeting Dates	Start Time	Blkg/Room
ACR-23-7114	1/19/2016	T TH	8:00:00 AM	CAT 102
ACR-23-7114	1/19/2016	T TH	11:20:00 AM	CAT 120
ACR-25-7133	3/22/2016	T TH	8:00:00 AM	CAT 102
ACR-25-7133	3/22/2016	T TH	11:20:00 AM	CAT 120
ACR-27-7121	1/16/2016	M	6:00:00 PM	CAT 102
ACR-27-7121	1/16/2016	W	6:00:00 PM	CAT 120
ACR-32-7126	3/21/2016	MW	11:30:00 AM	CAT 102
ACR-5-7100	1/16/2016	W	6:00:00 PM	CAT 102
ACR-5-7100	1/16/2016	M	6:00:00 PM	CAT 120
ACR-6-7132	1/16/2016	T	6:00:00 PM	CAT 102
ACR-6-7132	1/16/2016	TH	6:00:00 PM	CAT 120
ACRP-24-7208	1/19/2016	T TH	6:00:00 PM	ITEC 116
ACRP-26-7213	3/22/2016	T TH	6:00:00 PM	ITEC 116
ACRP-40-7204	1/16/2016	TH	6:30:00 PM	CAT 104
ACRP-40-7204	1/16/2016	TH	6:30:00 PM	CAT 150
ACRP-40-7204	1/16/2016	T	5:30:00 PM	CAT 104
ACRP-40-7204	1/16/2016	T	6:30:00 PM	CAT 150
ACRP-50-7206	1/16/2016	MW	2:00:00 PM	CAT 104
ACRP-50-7206	1/16/2016	MW	3:00:00 PM	CAT 150
AJ-100-7005	1/16/2016	M	9:30:00 AM	ITEC 111
AJ-100-7010	1/16/2016	TH	2:30:00 PM	ITEC 229
AJ-100-7015	1/16/2016	M	6:30:00 PM	ITEC 111
AJ-10-7000	1/16/2016	T	8:00:00 AM	ITEC 111
AJ-100-7018	1/16/2016	TH	6:00:00 PM	ITEC 115
AJ-126-7025	1/16/2016	W	6:30:00 PM	ITEC 112
AJ-130-7059	1/16/2016	T	6:30:00 PM	ITEC 115
AJ-131-7029	1/16/2016	M	6:30:00 PM	ITEC 115
AJ-132-7030	1/16/2016	TH	6:30:00 PM	ITEC 230
AJ-133-7035	1/16/2016	TH	9:00:00 AM	ITEC 230
AJ-134-7033	1/16/2016	TH	6:30:00 PM	ITEC 111
AJ-150-7037	1/20/2016	MW	6:00:00 PM	ITEC 229
AJ-150-7037	1/20/2016	S		ITEC 229
AJ-170-7042	1/16/2016	T	6:00:00 PM	ITEC 219
AJ-190-7048	1/16/2016	S	7:00:00 AM	ITEC 230
AJ-190-7048	1/16/2016	S	11:00:00 AM	ITEC 230
AJ-21-7061	1/16/2016	TH	9:30:00 AM	ITEC 111

POSTCARD

HOMEPAGE GRAPHIC



PAID MEDIA

El Camino College bus ads, print ads, Facebook ads, Twitter Card ads, radio ads, and movie theater ads

BUS ADS:

Full Back Ads - Routes throughout Los Angeles County



RADIO ADVERTISING:

Audio/broadcast and online banner ads: KJLH, KFWB, KNX 1070, Power 106, and Pandora



Directed Web Page



PAID MEDIA (continued)

MOVIE THEATER ADS (On-Screen & Online):

Del Amo 18, Galleria South Bay 16, Promenade 13, and Rolling Hills 20



ONLINE NEWSPAPER ADS

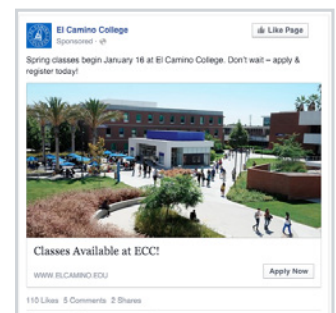
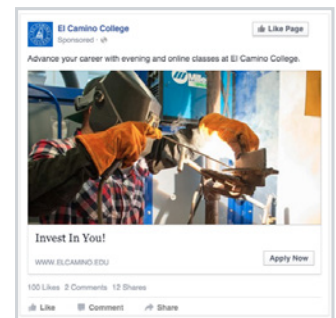
Easy Reader, Beach Reporter & Daily Breeze – homepage and banner ads



KIOSK POSTER: Del Amo Mall



FACEBOOK PAID ADS



TWITTER PAID ADS

