



# El Camino College Public Relations & Marketing Department Advertising/Marketing Campaign Spring 2015 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.

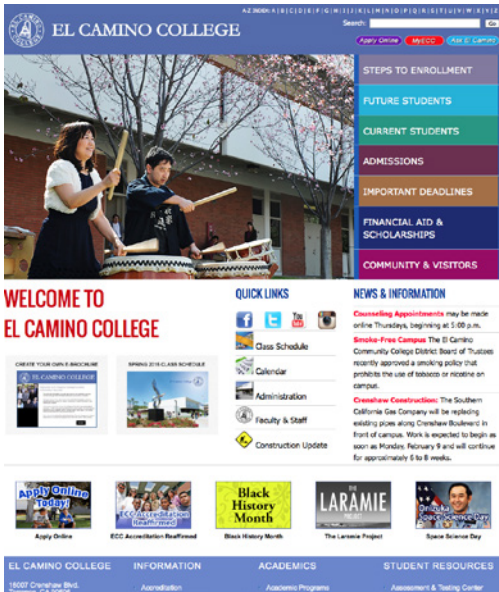
## Audience:

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

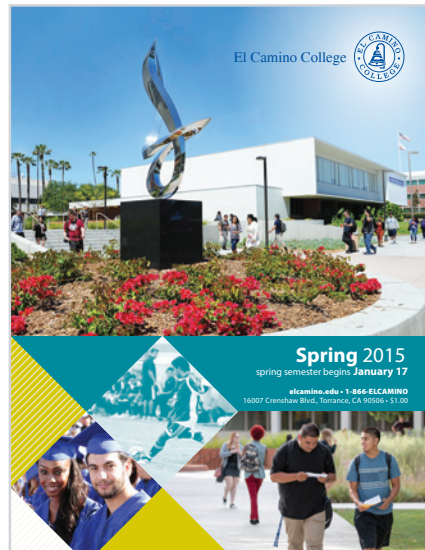
## FREE MEDIA

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

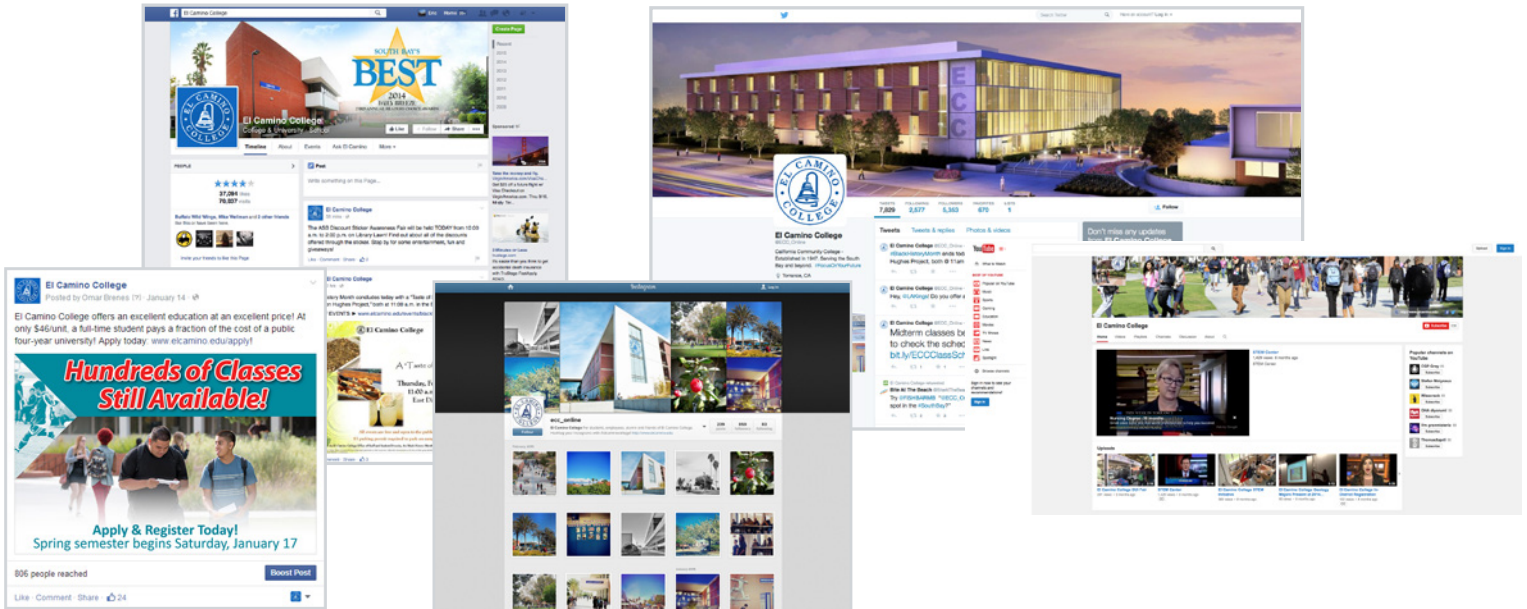
### WEBSITE



### CLASS SCHEDULE



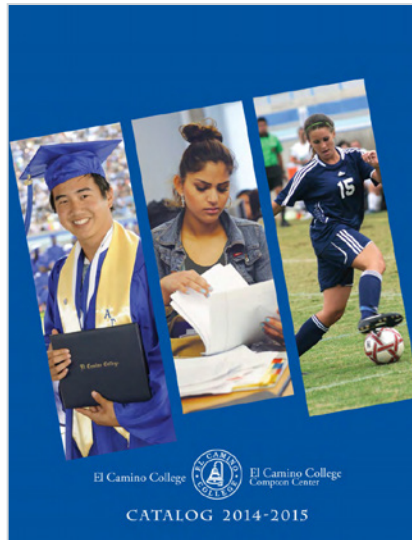
### ONLINE SOCIAL NETWORKS: Facebook, Twitter, Instagram and YouTube



SOCIAL MEDIA GRAPHICS



CATALOG



COMMUNITY NEWSLETTER



KIOSK POSTER



WEB PAGE

Home Page >> Academics >> Classes Available

### Hundreds of Classes Available at El Camino College!

[CLICK HERE TO VIEW LIST OF CLASSES WITH SEATS AVAILABLE!](#)

**SPRING 2015 - El Camino College Seats Available**  
as of January 16, 2015

**Online Registration is Closed**  
Students interested in Adding must attend the first class meeting.  
*Be sure you have a current spring 2015 application on file.*  
Questions? Please contact the Admissions Office (SVC Bldg.) 310-660-3414

Section Name	Start Date	Meeting Dates	Meeting Times
ACW-23-7114	01/17/2015	F, Th	09:00AM - 11:15AM
ACW-23-7115	02/02/2015	F, Th	09:00AM - 11:15AM
MOB-27-7121	01/17/2015	M	09:00AM - 09:15PM
ACW-28-7118	02/02/2015	M, W	09:00AM - 10:55AM
ACW-32-7125	02/02/2015	M, W	10:30AM - 12:35PM
ACW-24-7208	01/17/2015	F, Th	09:00PM - 09:15PM
ACW-44-7204	01/17/2015	F, Th	09:30PM - 09:35PM
ACW-44-7204	01/17/2015	F, Th	09:30PM - 09:35PM
ACW-100-7015	01/17/2015	M	09:30PM - 10:00PM
AL-100-7041	01/17/2015	M, W	09:30PM - 10:00PM
AL-100-7050	01/17/2015	F	09:30AM - 10:15AM
AC-100-7028	01/17/2015	M, W	09:30PM - 09:55PM
AC-10-7061	01/17/2015	T	11:00AM - 02:15PM
AC-133-7035	01/17/2015	Th	09:00AM - 12:15PM
AC-134-7033	01/17/2015	Th	09:30PM - 09:45PM
AC-100-7048	01/17/2015	W	07:30AM - 10:30AM
AC-49-7063	02/02/2015	T, Th	09:30PM - 09:55PM
ANTH-1-2032	01/17/2015	W	09:00PM - 09:15PM
ANTH-2-2038	01/17/2015	M, W	07:45AM - 09:15AM
ANTH-2-2059	01/17/2015	M, W	07:00PM - 10:25PM
ANTH-3-2060	01/17/2015	F, Th	11:15AM - 12:45PM
ANTH-16-2014	01/17/2015	M, W	11:15AM - 12:45PM
APHY-348-1021	01/17/2015	T	02:00PM - 03:25PM
ARCH-100-7162	01/17/2015	W	04:30PM - 04:55PM
ARCH-100A-7170	01/17/2015	W	05:00PM - 05:25PM
ARCH-100B-7172	01/17/2015	F	05:30PM - 05:55PM
ARCH-11-7177	01/17/2015	T	12:00PM - 12:25PM
ARCH-112-7178	01/17/2015	F	09:00AM - 11:00AM
ARCH-168-7184	01/17/2015	F	07:00PM - 07:55PM
ART-101-8001	01/17/2015	T, Th	07:45AM - 09:15AM
ART-101-8009	01/17/2015	F	09:00AM - 12:15PM
ART-101-8022	01/17/2015	T, Th	09:00PM - 11:35PM
ART-101-8076	01/17/2015	T	08:30PM - 09:45PM
ART-102A-5038	01/17/2015	M, W	09:45PM - 10:15PM
ART-102C-5044	01/17/2015	T, Th	11:15AM - 12:45PM
ART-102C-5045	01/17/2015	M, W	03:00PM - 04:25PM
ART-110-8044	01/17/2015	F	02:00PM - 07:45PM
ART-130-5095	01/17/2015	W	08:30PM - 07:20PM
ART-132-5093	01/17/2015	F	09:00PM - 05:55PM
ART-143-4117	01/17/2015	T	09:30AM - 10:30AM
ART-140-5105	01/17/2015	M	09:00AM - 09:15AM
ART-160-5123	01/17/2015	M	09:00PM - 09:25PM
ART-160-5131	01/17/2015	M	09:30PM - 07:20PM



**PAID MEDIA**

El Camino College bus ads, print ads, Facebook ads, movie theater ads, and radio online banner ads



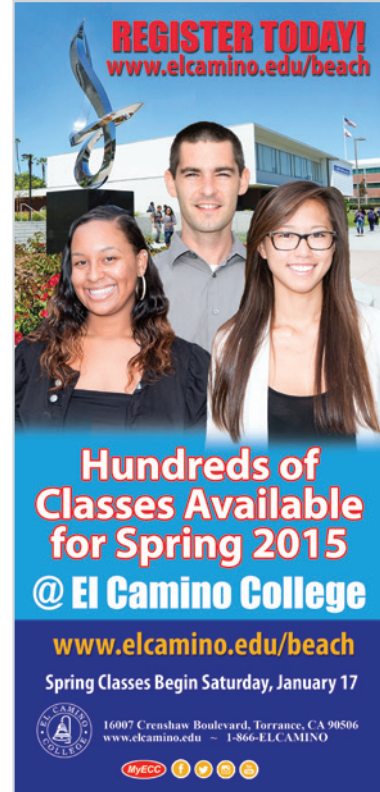
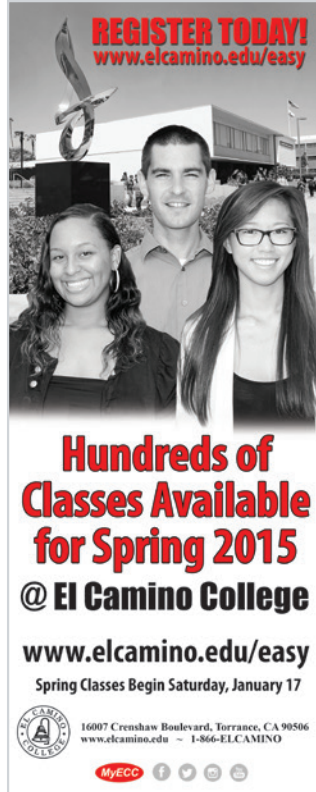
**BUS ADS:**

Full Wrap Ads and Lowback - Routes throughout Los Angeles County



**PRINT ADVERTISING:**

Beach Reporter, Easy Reader, Redondo Beach ChamberMail, and Torrance Magazine & Resource Guide





**PAID MEDIA (continued)**

**FACEBOOK PAID ADS**

**El Camino College**  
Sponsored (demo) · 🌐

Earn a degree or certificate at ECC with evening & online classes that fit your schedule.



**SOUTH BAY'S BEST**  
2014 DAILY BREEZE  
23RD ANNUAL READERS CHOICE AWARDS

**Increase Your Earnings!**

WWW.ELCAMINO.EDU [Sign Up](#)

Like · Comment · Share · 🍷 76 🗨️ 1

👍 Tom Flores, End Juarez, Antonio Hernandez and 73 others like this.

**El Camino College**  
Sponsored (demo) · 🌐

Take control & own your future at ECC. Evening & online classes at only \$46/unit!



**Invest in you!**


WWW.ELCAMINO.EDU

Unlike · Comment · Share · 🍷 194 🗨️ 7 📌 4

👍 El Camino College, Cruz Rutillo, Kristie Smith, Manny Hernandez and 190 others like this. [Top Comments](#)

**El Camino College**  
Sponsored (demo) · 🌐

Spring classes begin January 17 at El Camino College. Don't wait – apply today!



**Classes Available at ECC!**

ELCAMINO.EDU [Sign Up](#)

Like · Comment · Share · 🍷 20 🗨️ 3

👍 Matt Corazzini, Carmelo Reyez, Katia Blandon and 17 others like this. [Top Comments](#)

**MOVIE THEATER AD:**

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



**EL CAMINO COLLEGE**

**Focus on your future**

**Apply & Register Today!**  
Spring Semester begins January 17

WWW.ELCAMINO.EDU/MOVIES

MyECC    

**RADIO STATION ONLINE BANNER ADS:**

iHeart Radio, KFVB/KNX, KIIS, KJLH, Pandora and Power 106  
15-, 30- and 60-second on-air ads and online banner ads



**100s of CLASSES AVAILABLE for Spring 2015**  
**REGISTER TODAY!**  **EL CAMINO COLLEGE**



**APPLY & REGISTER TODAY!** Spring Classes begin January 17  
 **EL CAMINO COLLEGE** MyECC    



**Focus on Your Future at El Camino College!**

**Apply & Register NOW for Spring**  
at [www.elcamino.edu/power](http://www.elcamino.edu/power)

Transfer, earn a degree or certificate, or train for a career at El Camino College.  
El Camino College is your **best value** for a college education!

 16001 Coronado Blvd.  
Torrance, CA 90506  
[www.elcamino.edu](http://www.elcamino.edu)

FOLLOW US:    



**Hundreds of CLASSES AVAILABLE for Spring 2015**  
**Click Here!**

Earn a degree or certificate with evening & online classes that fit *your* schedule!

**EL CAMINO COLLEGE**

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**Focus on your future**

 **EL CAMINO COLLEGE**  
**APPLY & REGISTER TODAY!**  
Spring Classes begin January 17

MyECC    



**Are You Ready to Earn More \$\$\$\$?**  
**Focus on your future**

**APPLY & REGISTER TODAY!**  
**EL CAMINO COLLEGE**

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**Focus on your future**

**APPLY & REGISTER TODAY!**  
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