

MARKETING

We are honored to provide registered student organizations with a wide range of marketing services including graphics, photography, video, promotional items and apparel and digital advertising. You can learn more about our individual services below. **To request our services, please visit our request form:** <https://studentlife.osu.edu/secure/marketing>

Services We Provide

Graphics

Requires a 4 week notice | Must cover printing and production costs

The gurus in the graphics department can create artwork and designs for your marketing needs. If you are representing a [registered student organization](#), our team will create artwork, logos, posters, flyers and other graphics for your organization at no charge. Registered student organizations can submit two graphics request per semester at no charge.

Promotional Items and Apparel Orders

Requires a 3-5 week notice | Must cover production costs

Our promotional items team is here to help you find and order customized apparel, promotional items, and giveaways. We will work with you and your organization's budget to find the best promotional items that fit your goals. If you need a graphic for your promotional item(s), it is best to fill out the request form about *9 weeks prior* to the event or day you need your items.

Photography

Requires a 2 week notice | Served on a first come/first serve basis

Our photographers are available to come to your student organization's events and programs in order to capture moments and document the event. We will upload your pictures to our [online hosting service](#), making them available to you free of charge.

Video

Requires a 2-4 week notice | Served on a first come/first serve basis | Allow for a 4 week turnaround time

Our team offers video services to student organizations wanting creative videos to use for marketing purposes, such as to post on a website or on social media or to promote your events and organization.

Digital Signage

Requires a 1-2 week notice

We can help you promote your student organization or event using the virtual bulletin boards on the digital screens in the Ohio Union. If you are designing your own flyer, please send an 8.5X11 (landscape) flyer, under 1MB in size, as a .jpeg or png to OUscreens@osu.edu.

Web and Social Media Marketing

Requires a 1-2 week notice

The web team will add any registered student organization or university department event to the Ohio Union and Student Life calendars. They can also provide suggestions on how to market your event on websites or through social media channels. To add an event to the Ohio Union calendar, or for help with web and social media marketing, email cottrell.76@osu.edu for consideration.

General Marketing

We are also able to help with general marketing. If you need help brainstorming, planning, understanding the marketing process, identifying promotional opportunities, or creating and executing timelines and marketing plans, email cottrell.76@osu.edu.

