



# Department of Marketing and Communication

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# New UofM Commercial



<https://youtu.be/INT4TnSt37c>

# Business Card Options



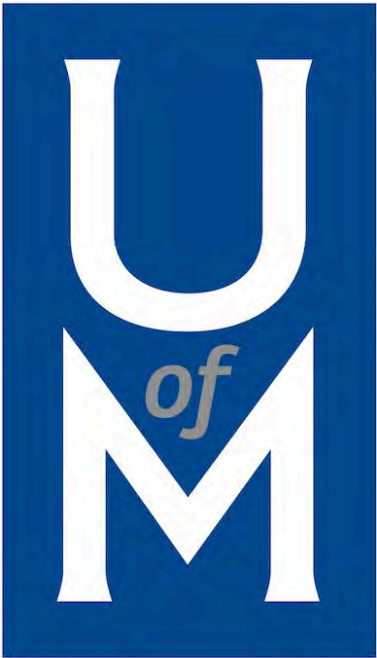
## Preferred



## Option for Faculty



## Lambuth (Horizontal and Vertical Options Available)



Optional Full-Bleed Back

Business Cards available  
through Tiger Copy &  
Graphics

# UofM Official Email Signature



## For Faculty or Staff Use:

**Tom Tiger**

Title | Optional Secondary Title  
Department Title if needed



The University of Memphis  
100 Administration Building  
Memphis, TN 38152

901.678.1234 | [memphis.edu](http://memphis.edu)



## For Faculty Use ONLY:

**Tom Tiger**

Faculty Member, Name of College



The University of Memphis  
100 Administration Building  
Memphis, TN 38152

901.678.2234 | [memphis.edu](http://memphis.edu)



## For Lambuth Use Only:

**Tom Tiger**

Title | Lambuth Campus



The University of Memphis  
123 Lambuth Boulevard  
Jackson, TN 38301

Lambuth 731.425.1234 | [memphis.edu/lambuth](http://memphis.edu/lambuth)



## For Athletic Use ONLY:

**Tom Tiger**

Insert Title Here | Optional Secondary Title



The University of Memphis Athletics  
123 Athletics Building  
Memphis, TN 38152

901.678.1234 | [gotigersgo.com](http://gotigersgo.com)



View full instructions and copy template at  
<https://www.memphis.edu/emailsignatures/>

For additional support, contact Holly Snyder  
at [hrowsey@memphis.edu](mailto:hrowsey@memphis.edu).

# Email Signatures: Guidelines for Use



- The email signatures are provided for use by all faculty and staff.
- Content within the signature can be edited, but no additions (i.e. "Think before you print") can be made. The template cannot be altered.
- Can include cell or fax # in place of website
- A title can extend to two lines, but the text to the right of the logo (between the lines) must be limited to the 4 lines as shown.

Tom Tiger

Title | Optional Secondary Title

Department Title if needed



The University of Memphis  
100 Administration Building  
Memphis, TN 38152

901.678.1234 | [memphis.edu](http://memphis.edu)



# Email Guidelines

← White background



Dear Faculty and Staff:

A short note to say thank you as we close one fiscal period and launch a new one. This past year has been very successful for the University of Memphis, across all fronts. We are very well positioned for this coming academic year, one that will include renewed strategic planning efforts.

I hope the summer months are going well as we look forward to welcoming both new and returning students in August. Again, thank you for your hard work and service for our students, University and community.

Warm Regards,

← 12-16 pt, Calibri, black text

A handwritten signature in black ink, appearing to read 'M. David Rudd'.

M. David Rudd

President | Distinguished University Professor



The University of Memphis  
341 Administration Building  
Memphis, TN 38152

901.678.2234 | cell: 901.619.1769



← Additional text within the signature area is prohibited  
(ex: “Think before you print”)

# Student Email Signature & Business Card



Tom Tiger  
Freshman | Insert Major Here  
Class of 2015  
President, SGA | Emerging Leader  
The University of Memphis  
901.678.5555



Tom Tiger  
President, SGA | Emerging Leader  
Freshman | Hospitality and  
Resort Management  
Kemmons Wilson School of  
Hospitality & Resort Management  
901.678.5555  
tomtiger@memphis.edu

# Templates: Mass Emails



## CECIL C. HUMPHREYS SCHOOL OF LAW

ADD DEPARTMENT NAME HERE, IF NEEDED

### Email Template Files/Instructions for Future Use

Open the attached zipped file and EXTRACT its contents into a new folder on your computer. Then once you have placed the contents onto your computer, double-click the HTML file inside that folder to open the email template in your web browser. Be sure the header and footer JPEGs are named header.jpg and footer.jpg as the HTML will not properly pull up the images if they are named anything else.

When the template pulls up in your internet browser, select all (ctrl-a) and copy all (ctrl-c) and then paste all (ctrl-v) into a new blank email. You may need to highlight all of the body copy and make it go back to the font Trebuchet MS (preferred font for email copy). Then revise this filler body text as needed; you are also able to insert images into the body of the email.

Finally, you may also want to right-click your header and footer images and hyperlink them to a particular webpage.

Send an email to your marketing manager  
or [mktg@memphis.edu](mailto:mktg@memphis.edu) if you have any questions.

Each department has a contact for editing and sending emails using their branded email template.



Cecil C. Humphreys  
School of Law

[memphis.edu/law](http://memphis.edu/law)

# Templates: PowerPoint Presentation



## GET A HUGE HEAD START ON COLLEGE.

- Earn college credit and meet high school requirements simultaneously
- Knock out core college classes now, while in high school
- Tap into grants and scholarships to help cover costs
- Enter college as a sophomore, rather than a freshman
- Enjoy automatic admission to the UofM after High School graduation



## UofM College of Health Sciences Partnership with Collierville High School

Launching careers in exercise, nutrition, healthcare, PE teacher education, sport coaching and wellness.

**Anatomy/Physiology I & II with Lab**  
(BIOL 2010/2020, 4 credit hours each)

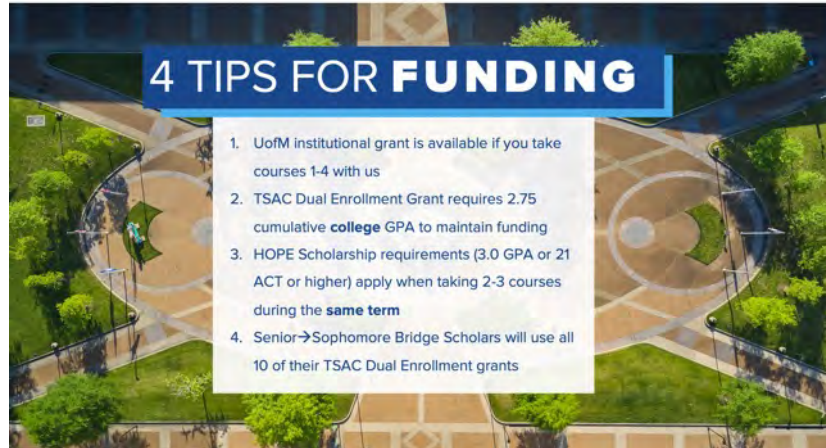
**Intro to Exercise** (ESMS 2004, 3 credit hours)

**Nutrition** (NUTR 2202, 3 credit hours)  
*A good path for students considering Nursing or Medical School.*



## 4 TIPS FOR FUNDING

1. UofM Institutional grant is available if you take courses 1-4 with us
2. TSAC Dual Enrollment Grant requires 2.75 cumulative **college** GPA to maintain funding
3. HOPE Scholarship requirements (3.0 GPA or 21 ACT or higher) apply when taking 2-3 courses during the **same term**
4. Senior→Sophomore Bridge Scholars will use all 10 of their TSAC Dual Enrollment grants



## UofM's Dual-Enrollment Program Admissions

To be accepted in UofM's Dual-Enrollment Program, applicants must have the following scores or higher:

19 ACT composite score  
18 English sub-score for students taking English Comp  
18 math sub-score for students taking college math  
100 admissions index score

Your high school GPA multiplied by 30, plus your composite ACT  
Example: HS GPA of 2.85 x 30 = 85.5 + 19 ACT = 104.5 admissions index score

Applications are online at [memphis.edu/dualenrollment](http://memphis.edu/dualenrollment)

All eligible students must also submit the TSAC Dual Enrollment Grant Application each year



We offer multiple PowerPoint templates to meet your needs. Use branded template for all conferences, official presentations, etc.

- [Download branded PowerPoint templates, stationery and other templates >](#)
- Install free Adobe programs to edit, some templates are editable PDFs for easier editing
- Questions regarding templates: Email [logo@memphis.edu](mailto:logo@memphis.edu)

# Digital Ads



Marketing and Communication places digital advertising for the University, UofM Lambuth and UofM Global. We highlight a variety of programs throughout a multitude of ads.

**University of Memphis** Sponsored ·

We connect you to everything you long to do, become and be part of. Start your Me + Memphis journey.

MEMPHIS IS

**art** + INSPIRATION

UNIVERSITY OF MEMPHIS

MEPLUS.MEMPHIS.EDU/  
**Connect Your Passions** [LEARN MORE](#)

14 1 Comment 2 Shares

Like Comment Share

**University of Memphis Lambuth** Sponsored ·

Come learn with leaders at the most comprehensive, four-year, public university in beautiful Jackson, Tennessee.

LAMBUTH IS

**doing** + RESEARCHING

UNIVERSITY OF MEMPHIS

MEMPHIS.EDU/LAMBUTH  
**Fuel Your Drive** [LEARN MORE](#)

14 4 Shares

Like Comment Share

**University of Memphis** Sponsored ·

We connect you to everything you long to do, become and be part of. Start your Me + Memphis journey.

MEMPHIS IS

**leading** + SOLVING

UNIVERSITY OF MEMPHIS

MEPLUS.MEMPHIS.EDU/  
**Connect Your Passions** [LEARN MORE](#)

14 1 Comment 2 Shares

Like Comment Share

# Digital Ads: College/Schools

If you have marketing funds available for your program, please contact [logo@memphis.edu](mailto:logo@memphis.edu) or assistance with developing marketing materials or a campaign.



**U** University of Memphis  
Sponsored

Industries are demanding data-driven solutions—learn to speak the language. Earn a STEM-designated MS in Data Science from the UofM.



**JOIN THE DATA SCIENCE BOOM**  
**DISCOVER YOUR FUTURE IN DATA SCIENCE**

Provide data-driven solutions  
Earn your MS in DS

[memphis.edu/datascience](https://memphis.edu/datascience) [Learn More](#)

20 [Like](#) [Comment](#) [Share](#)

**U** UofM School of Public Health  
Sponsored

**Prepare for advanced management and leadership roles in the healthcare industry. Five years management experience required.**



**THE UNIVERSITY OF MEMPHIS**  
Master of Health Administration Program

**EARN AN EXECUTIVE MHA ONLINE**

**CAHME Accredited**  
**GRE Waived for 2021**


[memphis.edu](https://memphis.edu) [Learn More](#)

20 [Like](#) [Comment](#) [Share](#)

**U** University of Memphis

**Earn an MBA or Master's in Accounting, Econ, IS or Finance at the UofM. GRE/GMAT waived for most programs.**

The moment you realize you want to



**turn your career up a degree**

**U** Fogelman College of Business & Economics

**Don't Miss Your Moment**  
**Apply by July 1**

[memphis.edu](https://memphis.edu) [Learn More](#)

20 [Like](#) [Comment](#) [Share](#) 562 Comments

**U** Herff College of Engineering  
Sponsored

Elevate your engineering career with an MSEM that fills the gap between engineering and business. Fully Online, starts Aug. 23.

**ENGINEERING + MANAGEMENT**



**Gain Engineering Leadership Skills**  
MEMPHIS.EDU/MSEM

[Apply Now](#)

20 [Like](#) [Comment](#) [Share](#) 562 Comments 311 Shares

# Viewbooks & Publications

<http://www.memphis.edu/mediaroom>



Department of English  
Viewbook | Fall 2021  
by University of Memphis  
Published 2 months ago



University of Memphis  
Magazine - Spring 2021  
by University of Memphis  
Published 2 months ago



Voices Spring 2021  
by University of Memphis  
Published 3 months ago



Herff College of  
Engineering Spring 2021  
Update  
by University of Memphis  
Published 4 months ago



University of Memphis  
2021 Research +  
Innovation Magazine  
by University of Memphis  
Published 4 months ago



University of Memphis  
Around the World  
by University of Memphis  
Published 9 months ago



College of Arts &  
Sciences Viewbook 2020  
by University of Memphis  
Published 9 months ago



Fogelman Focus  
Magazine Fall 2020  
by University of Memphis  
Published 9 months ago



Herff College of Engineer  
Viewbook 2020  
by University of Memphis  
Published 10 months ago



Colegio de Herff del  
Ingeniero Viewbook 2020  
by University of Memphis  
Published 10 months ago



Memphis Speech and  
Hearing Center Annual  
Report 2020  
by University of Memphis  
Published 5 months ago



The Benjamin L. Hooks  
Institute for Social  
Change | 2019-20 Annual  
Report  
by University of Memphis  
Published 6 months ago



University of Memphis  
President's Report -  
Winter 2021  
by University of Memphis  
Published 6 months ago



2021-2022  
Comprehensive  
Scholarship Brochure  
by University of Memphis  
Published 8 months ago



FedEx Logistics LIFE  
Report Fall 2020  
by University of Memphis  
Published 8 months ago



University of Memphis  
Lambuth 2020-21  
Viewbook  
by University of Memphis  
Published 10 months ago



Fall 2020 Bluenote  
by University of Memphis  
Published 10 months ago



University of Memphis  
Law Fall 2020 Viewbook  
by University of Memphis  
Published 10 months ago



LCON | RN to BSN  
Viewbook  
by University of Memphis  
Published 1 year ago



University of Memphis  
Magazine — Spring 2020  
by University of Memphis  
Published 1 year ago



University of Memphis  
Magazine - Fall 2020  
by University of Memphis  
Published 9 months ago



University of Memphis  
College of Education  
Impact Report 2019-20  
by University of Memphis  
Published 9 months ago



Me + Memphis Financial  
Aid Guide 2021-2022  
by University of Memphis  
Published 9 months ago



University of Memphis  
College of Health  
Sciences Viewbook  
by University of Memphis



Memphis Law Fall 2020  
by University of Memphis  
Published 9 months ago



Herff College of  
Engineering Viewbook  
2019  
by University of Memphis  
Published 1 year ago



2020 UofM  
Communications  
Sciences and Disorders  
Research Booklet  
by University of Memphis



Undergraduate  
Recruitment Viewbook  
by University of Memphis  
Published 1 year ago



UofM Herff Publication |  
Spring 2020  
by University of Memphis  
Published 1 year ago



Voices Spring 2020  
by University of Memphis  
Published 1 year ago

The Department of Marketing & Communication produces magazines, viewbooks and other various publications.

# Marketing Examples: Viewbooks



[Digital Viewbook](#) (click to view)



UofM Lambuth



College Specific

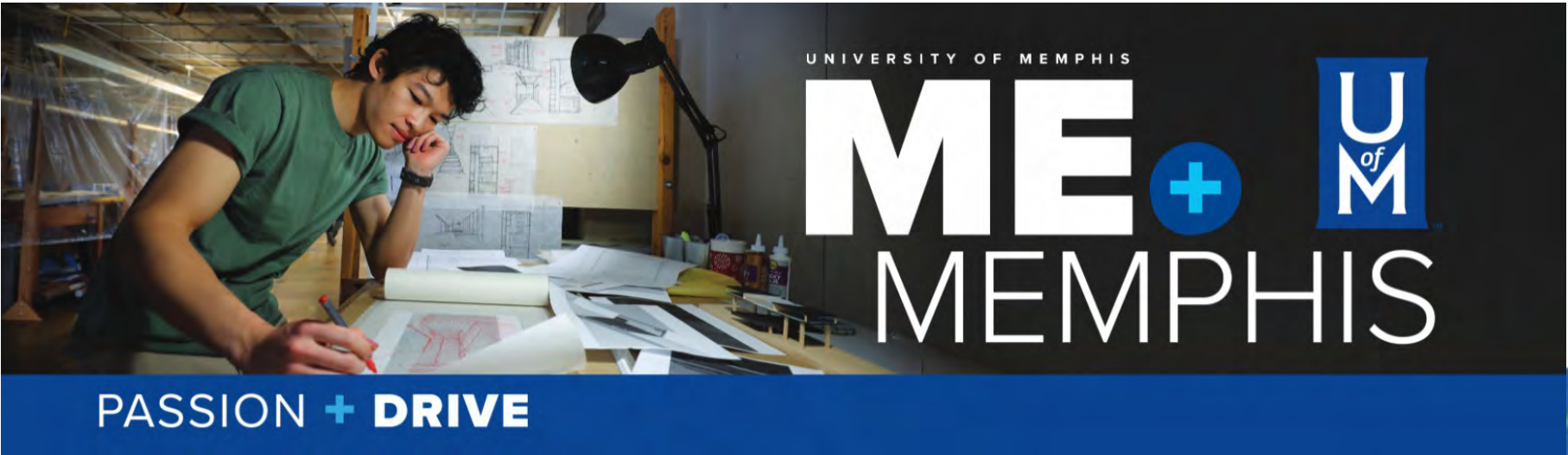


# Marketing Examples



Posters

Outdoor Billboard



# Marketing Examples



Flyers

**UofM VIRTUAL  
LEARNING CENTER**

**24/7 FREE ONLINE TUTORING**

[memphis.upswing.io](https://memphis.upswing.io)

Tutoring for any subject or course – work with a tutor in the virtual whiteboard or submit an assignment for review.

- Meet virtually with a tutor using webcam, voice or text chat
- Two Methods: Synchronous (TutorUp) or Asynchronous (AskUp)
- No software to download!
- Tutors from multiple UofM departments and Upswing coaches
- Support available for technology issues

#### CONTACT US

217 Mitchell | 901.678.2704 | [esp@memphis.edu](mailto:esp@memphis.edu) | [memphis.edu/esp](https://memphis.edu/esp)

[TutoringESPUofM](#) [TutoringESPUofM](#)



Virtual Learning Center

The University of Memphis is an equal opportunity institution. Access to the Virtual Learning Center is available to all students.



Did you know that there are more than 500,000 cybersecurity openings? According to the U.S. Bureau of Labor Statistics, the annual median salary for an information security analyst is \$99,730, which is higher than a computer programmer's annual salary of \$86,550.

#### JOB OPPORTUNITIES INCLUDE

- Cyber Security Engineer
- Cyber Security Analyst
- Cyber Security Consultant
- Cyber Security Manager / Administrator
- Systems Engineer
- Software Developer / Engineer
- Network Engineer / Architect
- Vulnerability Analyst / Penetration Tester
- Cyber Security Specialist / Technician

Earning a BS degree in Computer Science with a concentration in Cybersecurity requires the same core courses and total number of credits as a general BS degree in Computer Science with no concentration. Choose from a variety of cybersecurity elective courses including digital forensics, secure coding and testing, network and mobile security, computer security and many more.



**Enroll in the Cybersecurity Concentration Program Today!**  
Talk to your advisor today or contact us.  
901.678.5465 | [cs-info@memphis.edu](mailto:cs-info@memphis.edu)  
[memphis.edu/cs](https://memphis.edu/cs)

**COLLEGE OF HEALTH SCIENCES**

**U THE UNIVERSITY OF  
of MEMPHIS**

[f](#) [t](#) [i](#) [@uofmhealthsci](#)  
[memphis.edu/healthsciences](https://memphis.edu/healthsciences)

Retractable Banner



**INVEST YOUR TIME  
TODAY  
& EARN THE  
BUSINESS TOOLS  
YOU NEED FOR  
TOMORROW**

Application deadline  
extended until July 31 for  
fall 2020 enrollment.

**U THE UNIVERSITY OF  
of MEMPHIS** Fogelman College  
of Business & Economics

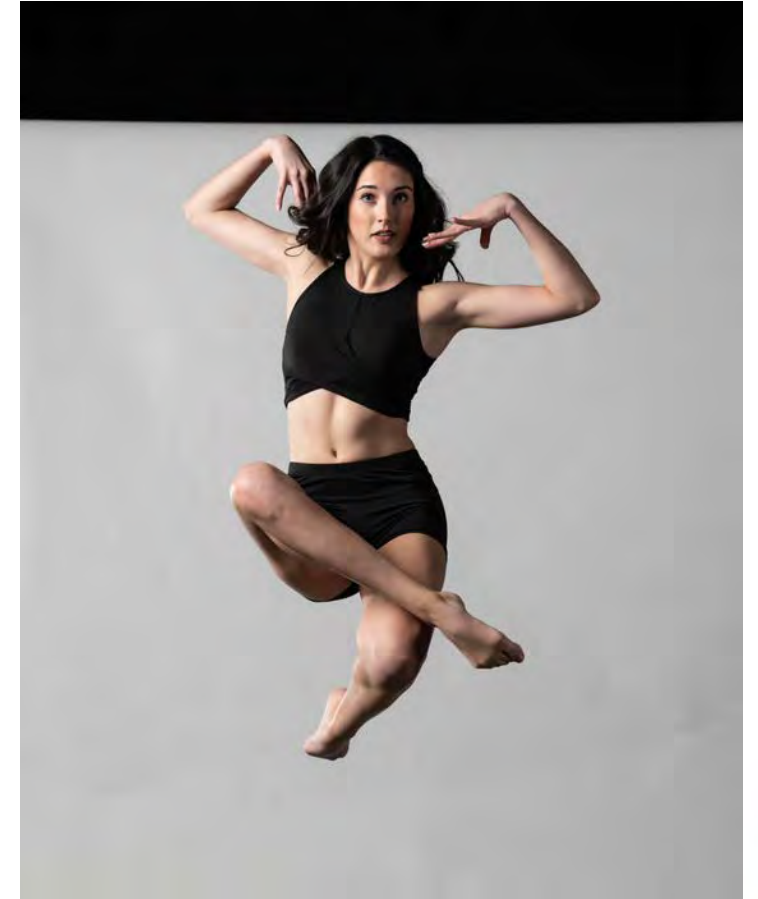
Social Media Graphics

Whatever your marketing need, we can help. Not sure what you need? That's okay! Contact [logo@memphis.edu](mailto:logo@memphis.edu).

# Environmental Branding



# Photography Features



# Photography Features

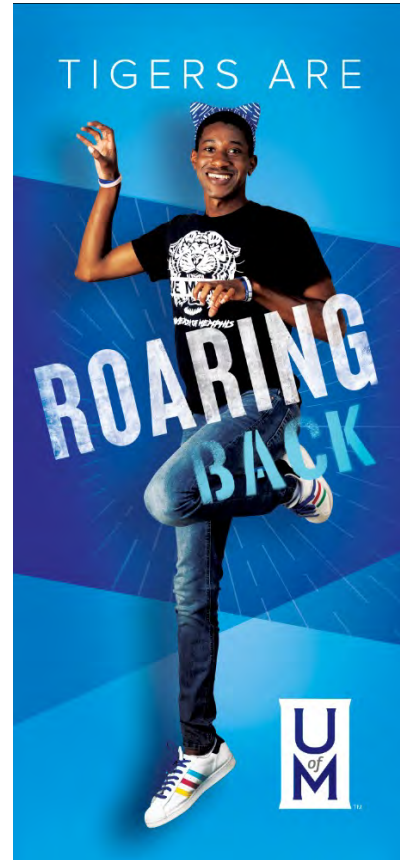


# Grid Banners Around Campus

(designs change seasonally on average)



Ex: Fall 2020



New for Fall 2021

# Campus Upgrades: Wilder Tower



# Campus Upgrades: Rooftops Next to Wilder Tower





# Working with Marketing & Communication

1. Contact your Marketing Manager  
(<https://www.memphis.edu/communications/team/assignments.php> )
  2. Complete the Marketing Request Form  
(<https://memphisedu.imeetcentral.com/p/eAAAAAAAAAOruMAAAABr07qw>)
  3. Provide all final, approved copy and images
  4. You will be permitted 3 proofing cycles
- 
- Please report any student or faculty successes that would be good features for press releases or the website!

# Email Use Policy (UM1805)



For all employees [voluntarily separating](#) from the University, either through resignation or retirement, access to University data and IT systems will be revoked according to the schedule below.

Role	Access Termination Schedule
Staff	Following the last date of employment
Full-Time Faculty	Following the last date of employment
Part-Time Faculty	120 days following last date of employment

For all employees [involuntarily separating](#) from the University, access to University data and IT systems will be revoked before or immediately following the employee's exit meeting.

# Event Consortium

Hosting an event for your department? We can help! The Department of University Events and Special Projects has many resources, including the Reserve that allows you to check out items to use for your events.

For more information, contact [events@memphis.edu](mailto:events@memphis.edu) or visit <https://www.memphis.edu/communications/events/index.php>.



# U.S. News & World Report Rankings



- Online Bachelor's (53 2020: 52)
- Top Public Schools (126 2020:135)
- National Universities (258 2020:272)
- High School Counselor (228)
- Best Online Nursing Programs for Veterans (13)
- Best Online MBA Program for Veterans (26)
- Best Online Bachelor's Programs for Veterans (34)
- Audiology - Graduate (20)
- Rehabilitation Counseling - Graduate (20)
- Speech-Language Pathology - Graduate (31)
- Health Care Management - Graduate (33)
- Clinical Psychology-Graduate (88)
- Social Work - Graduate (96)
- Biomedical Engineering - Graduate (98 2020:101)
- Public Health - Graduate (104)
- Nursing - Graduate (109)
- Earth Sciences - Graduate (111)
- Public Affairs - Graduate (123 2020:131)
- English - Graduate (122 2020:133)
- Math - Graduate (127)
- History - Graduate (127 2020:134)
- Part-Time MBA (127 2020:146)
- Civil Engineering - Graduate (134)
- Computer Engineering - Graduate (146)
- Education - Graduate (148)
- Psychology - Graduate (148)
- Fine Arts - Graduate (152)
- Engineering - Graduate (154-202)
- Electrical Engineering - Graduate (170)
- Mechanical Engineering - Graduate (170)
- Biological Sciences - Graduate (190)
- Business (132)
- Engineering (161 2020:170)
- Computer Science (191)

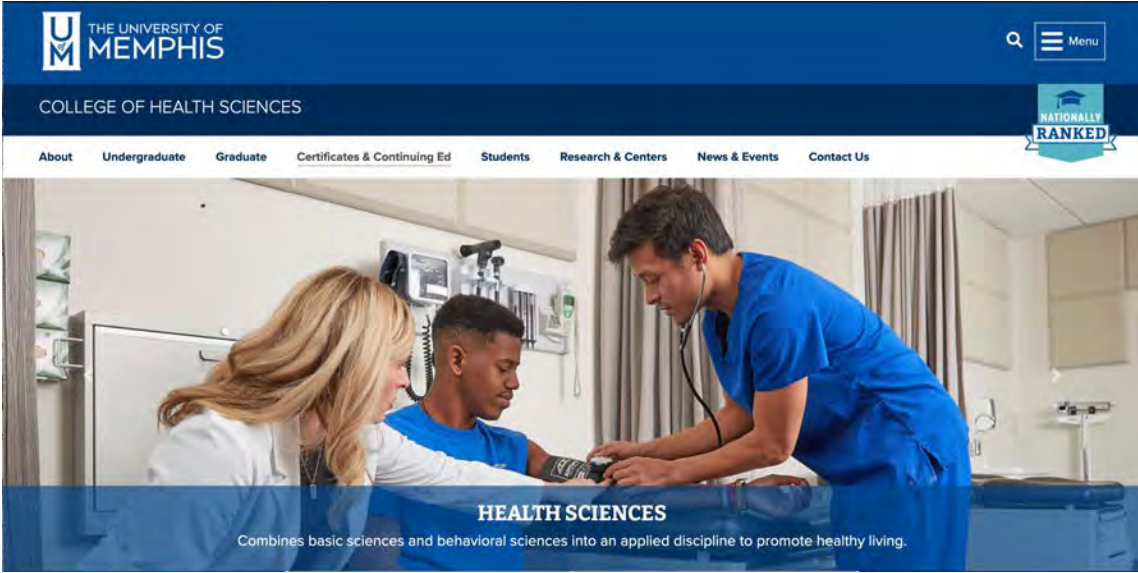
# U.S. News & World Report Rankings



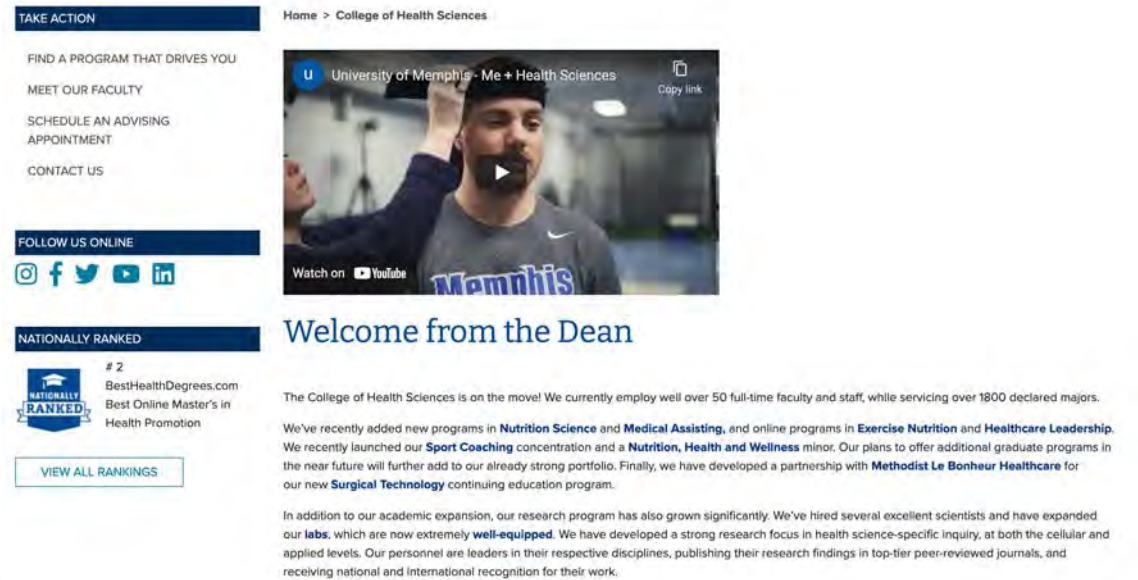
- Law - Graduate (144)
- Legal Writing (Law) (61)
- Clinical Training (Law) (64)
- Healthcare Law (123)
- Constitutional Law (131)
- Intellectual Property (Law) (131)
- Criminal Law (138)
- Trial Advocacy (Law) (142)
- Contracts - Commercial Law (146)
- Business Corporate Law (167)
- Environmental Law (168)
- International Law (168)
- Tax Law (170)
- Online Education - Graduate (146)
- Online Criminal Justice - Graduate (21 2020: 24)
- Online Business - (27)
- Online MBA (45 2020:62)
- Online Nursing Program - Graduate (45)

[View full list of rankings >](#)

# Promoting Rankings: Website Recognition



← Badge in Header



Badge with  
ranking details



# Show Your Tiger Pride



- Wear Tiger Blue on Fridays
- Join the UofM Alumni Association
- Make a gift to the Annual Fund
- (Did you know this can help increase our rankings?)