

DEPARTMENT CALENDAR

ANNUAL MARKETING PLAN

**DEVELOP YOUR
MARKETING
CALENDAR**

This Annual Marketing Plan blueprint will help prioritize marketing efforts and act as a reminder for advertising, marketing and promotion objectives throughout the year.



Department of Marketing and Communication
303 Administration Building | Memphis, TN 38152
Phone: 901.678.2843 | e-mail: logo@memphis.edu
memphis.edu/communications

Name _____ Phone _____ Department _____ Email _____

MONTH	DATE	TYPE (EVENT/CAMPAIGN)	MARKETING MATERIALS NEEDED	ADDITIONAL RESOURCES
JANUARY				
FEBRUARY				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPTEMBER				
OCTOBER				
NOVEMBER				
DECEMBER				

COMMON MARKETING MATERIALS:

- Ad
- Banner
- Booklet
- Brochure
- Calendar
- Email Template
- Envelope
- Flyer
- Folder
- Invitation
- Magazine/Publication
- Newsletter
- Postcard
- Poster
- Program
- Promotional Item
- Save the Date
- Self-Mailer
- Social Media Graphic
- T-shirt
- Viewbook
- Yard Sign
- Other/Special

ADDITIONAL RESOURCES:

- Decorations
- Photography
- Press Release
- Social Media Coverage
- Videography
- Website Coverage