

Recruitment Marketing at UTC



Four Key Elements

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BRAND DISCOVERY
to Understand Identity and
Perfect Expression

 THE UNIVERSITY OF TENNESSEE
CHATTANOOGA

Four Key Elements



BRAND DISCOVERY
to Understand Identity and
Perfect Expression



Enhancing
and Expanding
**RECRUITMENT
MATERIALS**

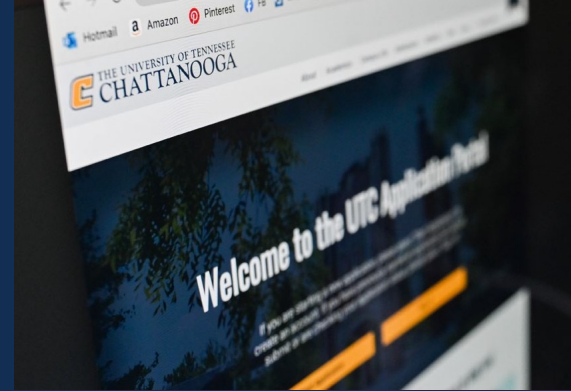
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Enhancing
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**RECRUITMENT
MATERIALS**



Creating a
**SEAMLESS
DIGITAL EXPERIENCE**

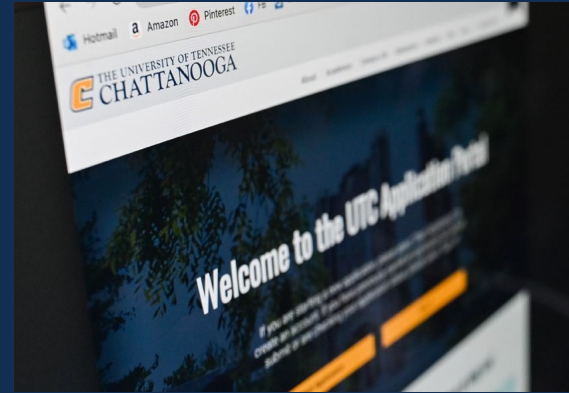
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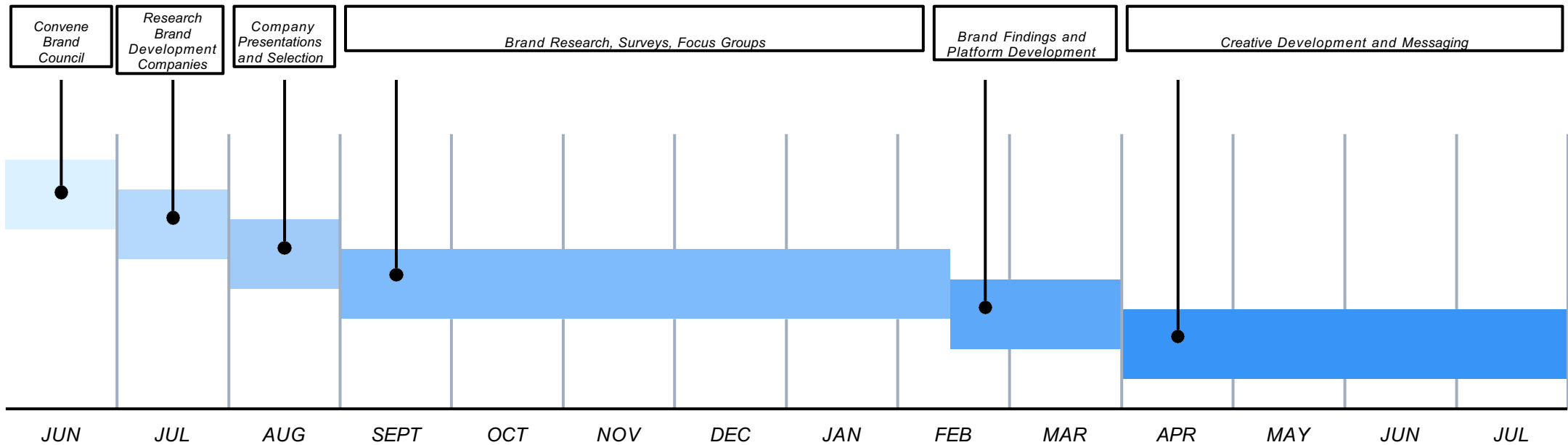


Creating a
**SEAMLESS
DIGITAL EXPERIENCE**



Developing a
**PAID
PLACEMENT PLAN**
Improving
Earned Media

UTC Brand Project Timeline



Recruitment is a Team Effort



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