

# Marketing and Communications

The Marketing and Communications functional area is responsible for all internal and external communication, advertising, branding, web development, and design.

## What we do

1. Build strategy, technology, and content to spread awareness of the Syracuse University School of Information Studies, its degree offerings, research, outcomes, career outlook, as well as faculty, staff, student, and alumni achievement.
2. Gain and maintain a deep understanding of prospective student target markets.
3. Provide prospective students with the knowledge and tools necessary to make informed decisions.
4. Lower the barriers to learn, inquire, visit, apply, and matriculate.
5. Build and maintain content that shares and celebrates the iSchool experience
6. Maintain a consistent and professional brand through thoughtful design and adherence to brand standards.

- [Digital Signs](#)
- [Faculty and Staff Headshot Photography](#)
- [Lead Time Guide](#)
- [Project Requests and Web Updates](#)
- [How to Submit a Calendar Event for the iSchool Website](#)
- [iSchool Logos and Lockups](#)
- [Event Proposal Form](#)