

COB MARKETING AND COMMUNICATIONS PRODUCTION SCHEDULE

The CoB Office of Marketing and Communications is here to help give your communications a professional sheen by providing content creation, graphic design, digital presentation media, photography and event support, all in keeping with JMU branding standards.

We proudly serve the entire College of Business, including eleven programs/schools, three centers, the Office of Professional Development and Engagement, Academic Success Center and the Deans office. We also maintain the website for those offices under the College of Business umbrella, including the Hart School and three centers, and oversee social media for the college and its partner accounts.

The following is a guide to help understand the marketing and communications process from large projects to small. Projects will be accepted based on lead time, our availability, alignment with college marketing goals, etc. We look forward to teaming up with you.

***Please note that the following is an *average* timeline based on the University Communications and Marketing timeline, that includes your participation. The more prepared and responsive you are, the more quickly we are able to move through the steps to deliver a finished product.**

	Extra-Small Project	Small Project	Medium Project	Large Project
Examples	<ul style="list-style-type: none"> ▪ Marketing email using existing copy and a template ▪ Update a greeting card ▪ Update a flyer using existing copy and a template ▪ Design a postcard with provided copy and images ▪ Redesign of a single Cascade webpage 	<ul style="list-style-type: none"> ▪ Design a simple, poster-sized sign ▪ Design a new flier with new photos and copy ▪ Redesign of a more than one Cascade webpage ▪ Write a story 	<ul style="list-style-type: none"> ▪ Marketing email with new/custom design ▪ Design a large poster with lots of images and design elements ▪ Create a Cascade microsite (one directory, 1-3 pages) ▪ Create a custom form for a page in Cascade 	<ul style="list-style-type: none"> ▪ Create a brochure ▪ Create a booklet or viewbook ▪ Create a new Cascade website (1-3 subdirectories, multiple pages) ▪ Creating materials for an event ▪ Make a 3-5 minute video with interviews
Creative meeting	3 ½ weeks before delivery	6-7 weeks before delivery	10-11 weeks before delivery	16-18 weeks before delivery
First Proof	1 ½ weeks before delivery	5 weeks before delivery	5 ½ weeks before delivery	7-8 weeks before delivery
Approval	1 week before delivery	3 weeks before delivery	3 weeks before delivery	3-4 weeks before delivery

