

EMU STUDENT CENTER

Marketing Communication Policy & Procedures



The EMU Student Center recognizes the need for University departments, campus organizations and student organizations to disseminate and share campus information. The following policies are provided to assist groups who wish to advertise and market programs in the EMU Student Center.

Please review this policy carefully and share with fellow employees in your department. All advertising material is subject to approval by the Student Center Administration. Should you have any questions or concerns, please contact Ekaterina Matveeva at [734.487.8380](tel:734.487.8380), ematveev@emich.edu or in [Room 370](#), Student Center Administration. Thank you for your support and cooperation.

Revised: 07/17

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NOTICE BOARDS

1. There are 3 major notice boards on the 1st Floor of the Student Center
 - Events at Student Center
 - Events on Campus
 - Events in the Community
2. Events advertised on flyers should be posted to the appropriate notice board
3. Flyers must:
 - be 8.5 x 11 inches in dimension
 - be clear and concise
 - have minimal in wording
 - be visually attractive and easily readable
 - be absent of obscene or derogatory wording and images
 - have contact information listed
 - have Flyers that meet the criteria

The Notice boards are open all members of the EMU community.
All postings with an event date will be removed after the date has passed.