

Welcome to giving promoting at MSU-Mankato. My name is Bill Tourville and I am the Assistant Director for Campus Programs in the Student Activities office. If you would like additional materials or graphics pertaining to this subject please feel free to contact student activities anytime. Well let's get started.

Promotion whether digital, print, or personal is designed to give information for those who may go to the event. After years of research from corporate business, promotion has changed significantly in the past decade. This research found that if someone was referred to a restaurant, product, or event they would use that product, attend that event, or eat at that restaurant at a much higher rate than some who saw a commercial or poster. Therefore, today good promotion is designed to create "buzz." What's buzz you ask? Buzz is having people talking about the event to their friends or on social media. This is important to remember, because everything discussed in this pod cast is intentionally designed to create buzz.

The most common and discussed form of promotion is print media. Whether posters or table tents, it is important to know your audience when promoting an event. Different generations are attracted to and engage very different types of promotion. Baby boomers (born between 1950s and 1960s) and Generation Xer's (born between 1960s and 1980s) often are drawn to print media with a lot of information and text. Millennial Generation(born between 1980s and 2000s), most students today, are attracted to simple, clean, and easy to read designs. When designing and printing media it is important to understand this concept. Also, knowing your audience dictates where and how you distribute your media. You probably won't try to advertise to students by posting posters in administration offices and you probably won't try to advertise to staff in the Resident Halls.