

MARKETING & BRAND STRATEGY PHASE III

Start: July 2026

Finish: June 2027

Budget: \$500,000

Actual YTD: \$10,000

MARKETING AND BRAND STRATEGY WORKFLOW

Task	July	August	September
Digital Marketing Planning and Execution			
Brand Development Projects			
Digital Asset Management			

RISK/MITIGATION

The success of this initiative depends on strong collaboration across the university and timely execution by both internal and external partners. Regular project reviews, clearly defined responsibilities, and consistent communication will help ensure the project remains on schedule and aligned with institutional priorities.

Q1 OBJECTIVES(YEAR 3)

- Launch a strategic partnership to develop and deploy a digital marketing campaign promoting Winthrop's new brand, new academic programs, and targeted outreach across the Carolinas.
- Expand the development and execution of branding initiatives, including print materials, digital content, merchandise, and promotional collateral.
- Establish a digital asset management platform, providing campus partners with centralized access to approved brand assets.
- Continue strengthening collaboration through BLAST to ensure coordinated messaging and streamlined communications across the university.
- Expand the university's brand and mascot strategy across academic, athletics, and advancement initiatives.

Status:



Lead: Amanda James

Pillar: Excel, Engage

Date: 07/27/2026

DESCRIPTION

Advance the implementation of Winthrop's new brand by expanding its presence across marketing, communications, and campus initiatives while ensuring a consistent and engaging experience for all audiences.

