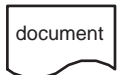
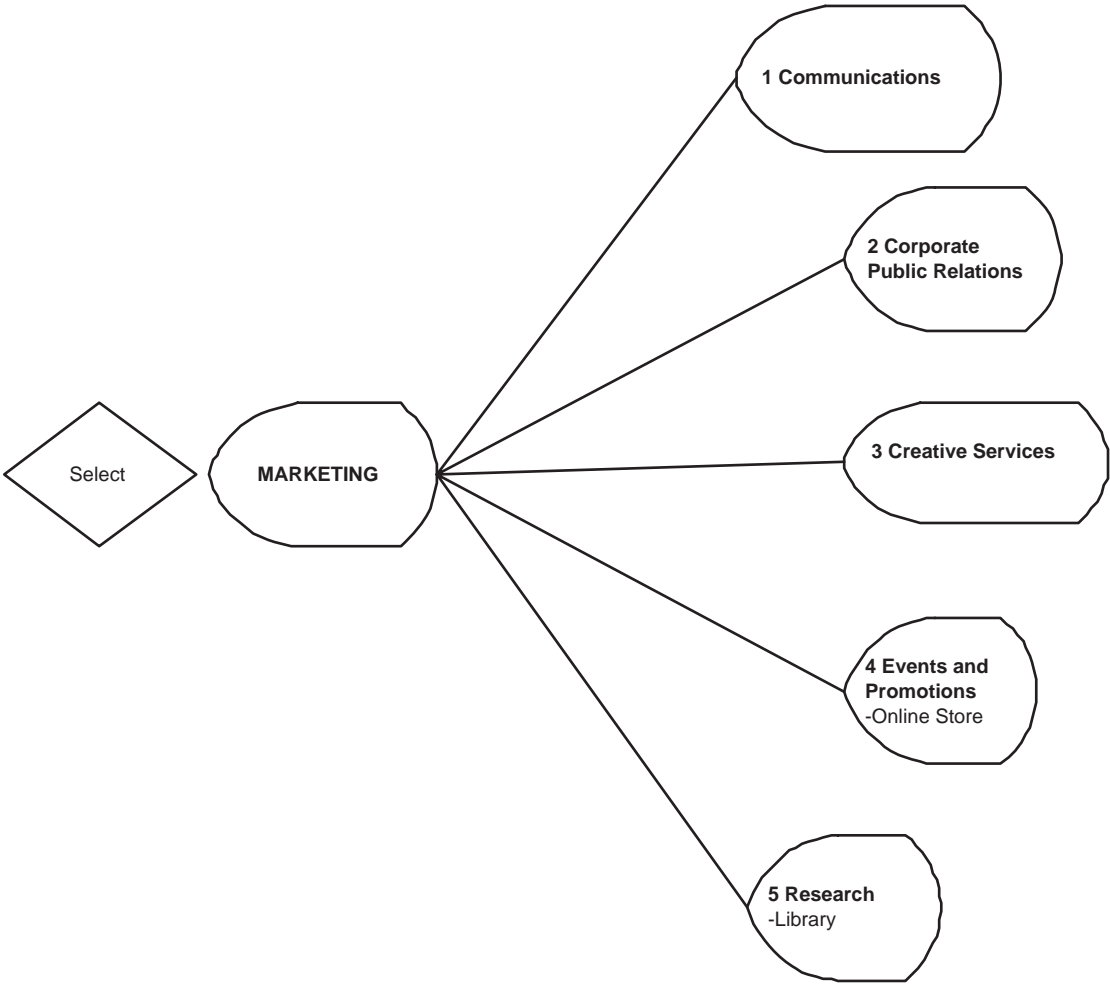
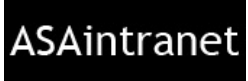


ASAintranet





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Submit Marketing Request

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Date / Time HOME COMMON TASKS (drop) DIVISION (drop) KNOWLEDGE CENTER ABOUT ASA

Audit / Business Development / Borrower Services / Corporate Counsel / Finance / Human Resources / Information Services / IT Client Services / Lender and School Services / Marketing / Ombudsman

- (Left Navigation)
- Communications
 - Corporate Public Relations
 - Creative Services
 - Events And Promotions
 - Online Store
 - Research
 - Library
 - Marketing Request

Marketing / Communications

Communications

SoundBytes
Advertising
Web Copy

Writing for:
SoundBytes Stories
amsa.com
ASA Magazine
ASA Symposium
Brochures
Advertising
General promotional material
Communications FAQs

Internal:
PDF Marketing Publications
Advertising Schedule
MS Project Calendar

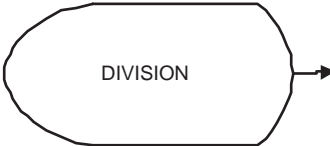
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Marketing / Corporate Public Relations

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DIVISION

Notes:

Corporate Public Relations

ASA News
D.C. Views
Competitive Media Coverage (Alex's Press Releases)

Public Relations FAQ's

Internal:
MS Project Calendar

RELATED LINKS

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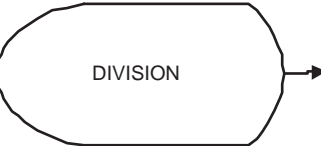
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NOTES:

Marketing / Creative Services

Creative Services

Graphic Design And Print Production

Printed Materials: In conjunction with other departments, Marketing produces posters, invitations, magazines and other promotional printed items.

ASA Templates: Find your templates for Power Point, letters and memos here.

Logo Library: ASA's logo files are set up for specific usage depending on the project, whether it be a Power Point presentation or a web page. Find out more in our [Graphic Standards Guide](#).

Photography: Marketing provides Photography services for internal and external events, staff photos and specific departmental requests.

Web Development
amsa.com web
web trends reports

RELATED LINKS

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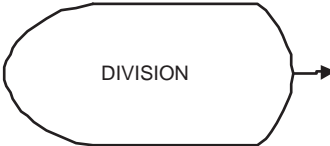
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Notes:

Marketing / Events and Promotions

Events and Promotions

Online Store (*links to new page OR new sub-site*)
Marketing Items Inventory
Conferences and Special Events

Events FAQs

Internal:
Symposium Planning
NASFAA Planning
Conference Graphics
Project Calendar link
PO and Check Requests
Marketing Forms
MS Project Calendar

RELATED LINKS

PAGE TOOLS

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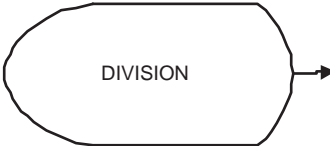
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Notes: Alex - any terms to describe specific kinds of research would be helpful (ie, functions that occur within the department,)

Marketing / Research

Research

Reports: Quantitative and qualitative, including loan volume, parent marketing research results and others.

Research Library (*Links to new page or new sub-site*)

Most Commonly Requested Data: Annual trends, cohort default, trigger rate and more.

Research FAQs

Internal:
Marketing measure data
MS Project Calendar

RELATED LINKS

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