M&C operates as an in-house marketing and communications agency for Illinois Institute of Technology.
### How We Are Organized *(4 Divisions)*

#### Marketing
- Strategy/Research
- Graphic Design/Creative Services
- Photography
- Copywriting
- Advertising
- Video Production
- Editorial
- Metrics and Analytics
- Brand Management

#### Communications
- Media Relations
- Crisis Communications
- Public Relations
- Speechwriting
- IIT Today
- Campus-wide E-Mails
- IIT Magazine
**How We Are Organized** *(4 Divisions)*

<table>
<thead>
<tr>
<th>Web Services</th>
<th>Event Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Transitioning IIT’s Website to a New Content Management System (Drupal)</td>
<td>● Commencement Ceremonies</td>
</tr>
<tr>
<td>● 46 Sites Transitioned to Date (all Colleges, Admissions, <em>IIT Magazine</em>, plus 38 Departments)</td>
<td>● University Events</td>
</tr>
<tr>
<td>● Training of Department Team Members to Use Drupal</td>
<td>● External (non-IIT related) Events</td>
</tr>
<tr>
<td>● Creation of Online Version of <em>IIT Magazine</em></td>
<td>● Sponsored Events (for IIT departments and external organizations)</td>
</tr>
</tbody>
</table>
Our Guiding Principles

- Strategic
- Leveraged
- Collaborative
- Data-Driven
- Customer-Centered/Value-Added
- Creative Excellence
- Advancing the University’s Strategic Plan/Vision
- Most Services Offered Through RCM
Services to the IIT Community

1. Strategic marketing and communication plan creation
2. Creative direction and graphic design
3. Copywriting, proofreading, and editing
4. Metrics Analysis
5. Web design, content management, and system training
6. Communication counsel/advice
7. Video scriptwriting
8. Photography/Photo Direction
9. Print Production
• Undergraduate and Graduate Recruitment
• Friend/Fundraising
• Retention
• Building the Brand/Enhancing our Reputation
The 4 Qs

- Who is your target market?
- What message do you want to send them?
- How do you want them to feel when they get your message?
- What do you want them to do after they get it?
FunctionPoint is a web-based project management solution that our office uses to receive job requests, monitor ongoing jobs, provide job proofs, edits, production costs and invoices, among many other things.
Examples of Our Work - Print
Examples of Our Work – Logo/Website

Illinois Institute of Technology

Timeline

The history of IIT is brimming with 125 years of extraordinary people and spectacular inventions. Learn all about it on this timeline. For more information about the history of the university, visit our general history page here.
Examples of Our Work - Video

- *This is Illinois Tech*
  - WE ARE [ILLINOIS TECH](#)
  - See Illinois Tech in 106 seconds.

- *Why not IIT Lewis College of Human Sciences?*
  - IIT LEWIS COLLEGE OF HUMAN SCIENCES
  - ADDING A TECHNOLOGICAL FOCUS TO THE STUDY OF HUMANITIES

- *IIT Stuart School of Business - How will you reinvent the box?*
  - Stuart School of Business
  - ILLINOIS INSTITUTE OF TECHNOLOGY
  - stuart.iit.edu

- *What makes a law school great? Inside Chicago-Kent College of Law*
  - CHICAGO-KENT
  - ILLINOIS INSTITUTE OF TECHNOLOGY
Capital Campaign Materials
New Site with Responsive Design
Layout adapts based on platform being used (ie., desktop, tablet, cell phone)