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20240426: Marketing, 2000-2023

College of Business

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INVENTORY

Collection Name	Marketing Dept
Record Group	College of Business
Date Received	April 26, 2024
Accession #	20240426
Processed by	Emily Adkins on 8/29/2024
Donor	Nancy Lankton and Lacie Bittinger
Date Range	2000-2016
Extent (cubic ft.)	0.5
Processing note:	

	Description
Box 1 of 1	Spiral-Bound Book: Marshall University New Logo Development Presented by Phil Evans Graphic Design - May 22, 2000
	Spiral-Bound Book: Disney Institute – Disney's Approach to Business Excellence
	Pamphlet: 2008 Fountain Ceremony
	Written Note: from Linda S. Holmes to Sherry, 12/6/99
	OverHerd Newspaper: "Hoops Preview" - Article About Marshall Men's Basketball
	Georgia Southern University Athletic News Article: GSU Athletics Enters New Era With New Look
	Letter: from David Strom to President A. Michael Perry and Response – October 5, 1999
	Letter: from Michael J. Farell to President A. Michael Perry with Response and new logo mockup – October 1999
	Folder: CLC Marketing Fund Initiative
	Folder: CLC Licensing Seminar + Retail Reception 9/12/03
	Folder: Loop Committee
	Marshall Newsletter – December 5, 2008
	Marshall Newsletter – November 14, 2008
	Marshall Inside Magazine – October 28, 2016
	Marshall University College of Business 2013-14 Impact Report

	Marshall University Newsletter – April 17, 2009
	The Parthenon Newspaper – Wednesday, March 2, 2011
	The Parthenon Newspaper – Wednesday, March 2, 2011 EXTRA
	The Parthenon Newspaper – Wednesday, September 3, 2008
	Marshall Magazine – Autumn 2006
	Marshall University Focus Groups – Conducted by Ryan, McGinn, Samples – Research – July 2000
	Letter from H. Keith Spears to Dan Angel about new logo reveal – August 6, 2001
	Marshall University Logo Development note – August 3, 2000
	Logo Unveiling Plans note – 7/26/01
	Marshall University Logo Committee Members List
	Logo Reveal Event Invitations List
	University Communications – from H. Keith Spears to all Marshall staff – April 30, 2001
	Several Sample Sheets of Various Marshall Logos
	Several Tickets for 10 th Anniversary Showing of “We Are Marshall” - Friday, Nov. 11, 2016 at Keith Albee Performing Arts Center
	Brochure: Marshall University President’s House
	Campus Newsletter Vol III-2001
	Marshall Press Release – August 8, 2001 (Printed 11/21/11)
	New Logo Unveiling Invitation
	Notes from MU Logo Committee Meeting – August 3, 2000
	Several Advertisements for 10 th Anniversary Showing of “We Are Marshall” - Friday, Nov. 11, 2016 at Keith Albee Performing Arts Center
	Several VIP Passes for 10 th Anniversary Showing of “We Are Marshall” - Friday, Nov. 11, 2016 at Keith Albee Performing Arts Center
	Book: Huntington, An Illustrated History by James E. Casto