



Welcome to the eighth communique "From the Dean's Desk", the platform utilized to share new initiatives, ideas and news of note with you on a bi-weekly basis. **Marketing and Branding** is the focus of this communique.

In order for us to effectively market and brand the Rosen College of Hospitality Management, we must speak with one voice to amplify our message and ensure that our common mission resonates clearly and powerfully. Promoting our brand with unity, clarity and consistency helps everyone associate Rosen College with credibility and quality. We are a part of UCF and therefore we must align ourselves with the messaging of the university, one of the largest in the country, boasting 13 colleges.

The Rosen College is a highly recognized brand when it comes to hospitality education. We attract students from all over the United States and around the globe thanks to our international faculty and our stellar academic degree programs. Word of mouth has helped to market the Rosen College brand, our faculty and staff have made certain of that, but we must stay dedicated to finding tools and methods to continue to build our brand and improve our ranking.

The Rosen College website is very important to our brand. We recently launched a new website, <https://hospitality.ucf.edu/>, that appeals to prospective and current students, scholars who we want to attract to teach here and industry partners. The new website aligns with the UCF brand, our parent university, featuring black and gold colors, bold imagery and easy to follow navigation. Social Media is also an important part of marketing and branding. Our social media appeals to our followers because we gauge what gets the most reaction through analytics and insights. Our Instagram features engaging photography; Facebook carries messages that are meaningful to our students, their parents, faculty and industry partners; Twitter targets the attention of our industry partners, and SnapChat (run by Rosen Life and other student groups) appeals to the next generation of hospitality leaders.

We share marketing messaging through the Viewbook that is given to prospective students. It provides a vivid picture of the benefits of attending the Rosen College, highlights our cutting-edge research, community partners and strong ties to industry. Our program brochures are also a great marketing tool available for your use at conferences and industry meetings. We share news of the college and about the hospitality industry through press releases, media interviews that our faculty experts provide, speaking engagements at conferences, and participation in community events. When we market and use the brand of Rosen College, we are sharing our Professionalism, our Leadership and our Service skills.

Let's all be walking billboards for Rosen College. Charge On!

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Rosen College of Hospitality Management

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