



# Promoting New Academic Programs



## ☐ Getting Started

- Start by contacting the client services desk:  
<https://mac.mtsu.edu>

## ☐ New Program Materials

- Promotional materials can be created at any time
- MTSU cannot distribute materials until the program is approved
- The program needs to have an index number for charging - or a number that will support printing costs

## ☐ Photography

- Existing or stock photos can be used for initial materials
- Once the program begins, request photographs through Creative Visual Services:  
<https://service.mtsu.edu/cvs>

## ☐ Website

- Reach out to Marketing and Communications about creating a website: <https://mac.mtsu.edu>
- Review guidelines for the website materials before writing copy:  
<https://mac.mtsu.edu/major-and-concentration-page-guidelines/>

## ☐ Media Relations

- Contact News and Media Relations for further promotion:  
<https://mtsunews.com>
  - NMR generally needs a hook for coverage, such as a live event, speaker, or noteworthy launch
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