

Marketing Resources

Club officers have multiple channels to market an event and can benefit from Columbia Business School resources. **Vendors must be approved with Columbia University prior to use.**

Print	
Resource	Contact/Location
Columbia University Print Services	https://print.columbia.edu/
Additional Approved Vendors	Student Leader Resource Website
Online	
Resource	Contact/Location
Student Listservs (For application-based programs or events that require a ticket to be purchased)	Maintained by Student Government Executive Board VP of Communication
Club Listserv/ CampusGroups Communication Tools	Information Technology Group/ CampusGroups Communication Tools
Official Columbia Business School Brand Support	
Resource	Contact/Location
Uris Lobby Screens (Instructions)	Rachel Smith , Associate Director of Social Media
CBS Instagram + Other Social Media Support	Rachel Smith , Associate Director of Social Media
Branded Banners (24 hour prior notification)	Office of Student Affairs
Speaker Gifts (\$75 per person maximum)	CBS Gear Store / Columbia University Bookstore

Any material that includes the Columbia University or Columbia Business School logo or wording must be ordered via an approved vendor and approved by Public Relations prior to printing, purchasing or ordering. Please e-mail [Keisha Mark](#) for more information and/or approval.