

# the *marketing* minute

October 2009



## Culturally Connected

RCC is connecting the community to culture. Children and adults of all ages filled the campus and our auditorium at cultural arts events over the past year and half. So what makes them come? Each event is marketed to our normal list of press contacts, the community, and RCC students. Then each event hits a targeted group of people based on their interest. For example, "Go, Dog. Go!" was marketed to schools, daycares, and local libraries. Each of these targeted efforts created a buzz and a full house. Continuing with these marketing strategies will give RCC the ability to connect and grow with the community.

## Marketing Tip

### Marketing Fun & Games!

Wind your way through "Marketing Land" and learn how we roll. Gain a better understanding of how to submit a request, how long it will take, and whom to submit the request to. Follow the five easy steps of "Marketing Land" and help make your request a success.

## We're On A Roll

### Cosmetology Center Ribbon Cutting

News 14

[http://news14.com/charlotte-news-104-content/local\\_news/triad/617195/rcc-opens-cosmetology-center-for-students](http://news14.com/charlotte-news-104-content/local_news/triad/617195/rcc-opens-cosmetology-center-for-students)

WFMY

<http://www.digtriad.com/news/local/article.aspx?storyid=132711&catid=57>

