

## Marketing Your Event/Announcement to STUDENTS ON THE TAMPA CAMPUS

Do you have a USF event or program open to all students that you would like to market to the USF Tampa campus? If you are an official USF student organization, department, or college, there are numerous tools available. This helpful list outlines the various channels/tools campus entities may utilize to market to USF Bulls.

[Non-campus entities are restricted from commercial solicitation on campus except for participation in Bull Market (<a href="www.usf.edu/student-affairs/msc/msc-services/bull-market.aspx">www.usf.edu/student-affairs/msc/msc-services/bull-market.aspx</a>) and Oracle paid advertising (<a href="www.usforacle.com/">www.usforacle.com/</a>).]

- BullsConnect (free)
  - Official student engagement platform for all campuses
  - Login at <a href="https://bullsconnect.usf.edu/">https://bullsconnect.usf.edu/</a> for a more robust desktop experience or download the USF BullsConnect app from your app store for mobile info.
  - All official student organizations have a group presence on BullsConnect to post events and announcements and engage with members and the student body.
  - University departments/colleges are invited to establish a group presence to engage with students and can do so by logging in at <a href="https://bullsconnect.usf.edu">https://bullsconnect.usf.edu</a>, then dicking

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- MSC Showcase Tables (free to student organizations; paid rental for non-students)
  - Student organizations and departments can reserve one of three kiosks available in the Marshall Student Center Atrium by accessing the online Marshall Student Center reservations system at <a href="https://ems-msc.forest.usf.edu/VirtualEms/">https://ems-msc.forest.usf.edu/VirtualEms/</a>.
  - Request the space in advance to ensure availability.
- Bookstore Corral (daily rate \$75+)
  - Rent a stall Monday, Tuesday, Thursday or Friday under the covered area adjacent to the SVC building, next to the Bookstore.
  - For more information, visit <a href="https://www.usf.edu/student-affairs/msc/msc-services/bookstore-corral.aspx">https://www.usf.edu/student-affairs/msc/msc-services/bookstore-corral.aspx</a>.
- Bull Market (free to student organizations; paid rental for non-students and off-campus parties)
  - Student organizations and departments can have a table at the weekly Bull Market held outside of the Marshall Student Center each Wednesday.
  - The deadline to sign up is by 1 pm on the Monday preceding the market you want to attend.
  - For more information, visit <u>www.usf.edu/student-affairs/msc/msc-services/bull-market.aspx</u>.
- USF Oracle Article (free)

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have potential news, consider pitching it to the Oracle at oracleeditor@gmail.com.

- Fliers/Postcards/Posters (cost of printing)
  - Student organizations and university departments/colleges can request that their flier/brochure be made available at the Marshall Student Center Information Desk. The flier/brochure must be approved by MSCMarketing prior to being placed on the Information Desk. View sizing requirements and submit flier/brochure for approval at: <a href="https://www.usf.edu/student-affairs/msc/plan-and-market-events/flyers.aspx">https://www.usf.edu/student-affairs/msc/plan-and-market-events/flyers.aspx</a>
  - o USF offers bulletin boards across campus to post fliers and posters (sorry, but no map is

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