



# Students Guide to Marketing

Kilmarnock College  
Holehouse Road  
Kilmarnock KA3 7AT

T: 01563 523501  
F: 01563 538182

[www.kilmarnock.ac.uk](http://www.kilmarnock.ac.uk)  
[enquiries@kilmarnock.ac.uk](mailto:enquiries@kilmarnock.ac.uk)



# Posters



- Please design your own poster, flyers, leaflets, etc. but the Marketing Team must see them to approve the content
- Any design should also have a strap line along the bottom to say “designed by (your course title) HND Fitness students”
- Marketing will need to see the final draft of the poster before it is printed
- Once you have your poster ready speak to your lecturer about printing



# This yellow heading is difficult to read



If u rite like this it is hard 2 c  
lol 😊

You should **fry and** use a clear  
*font and at a size that is easy to read*



KILMARNOCK COLLEGE



# Posters



- Things to think about:

- Colours and the contrast of colours, eg. blue on a green background
- Grammar – don't use text speak or slang
- Include the logo on the top right of the page but don't stretch it or change it's shape or colour
- Font – house style is arial and should not ever be less than 12 (especially for a poster!)
- Don't use fonts that will be too difficult to read
- All CAPS are difficult to read
- Who, what, where, why and how
- Contact details.



# Plasma Screens and Ezines



## Plasma Screens

- Any requests for putting content on the plasma screens should come to Marketing
- Send your information electronically or pass via thumb drive.

## Ezines

- There is a quarterly ezine sent to all students which includes:
  - College/student news stories
  - Competitions
  - What's on in the Town Centre
- Contact the Marketing Team if you have any ideas for the ezine and if you would like anything included.



# PR



Marketing can organise PR for any event that you are organising, eg. news stories for the College website, local newspapers and radio.

- First you need to contact the Marketing Team, **do not** contact the newspapers or radio stations yourself
- You will need to complete a pro forma (which you can get from Marketing)
- Once this is complete, the College's PR agency Beattie Communications may contact you for more information about your event
- All new stories are published on the College website, however the Marketing Team has no control over which news stories are printed in the newspapers.

# Photography and more...



Marketing have a photo library and we keep this up-to-date by taking new photographs of students across the College each year.

If you want access to any images, contact the Marketing Team.

- Marketing can organise a professional photographer if required for your event
- We can also provide the marketing camera so you can take photos for your own records
- We also have pop-up stands for you to display at events.



# How to contact the Marketing Team



Visit us: in the office above the Quiet Study Area

Email us: [marketing@kilmarnock.ac.uk](mailto:marketing@kilmarnock.ac.uk)

Phone us: 01563 523501 Ext 4065

