



Slogan Proposal

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Department History

Indiana University of Pennsylvania has always been centered around supporting and encouraging the education of young minds. Every department in the University has a rich history, and the Communications Media department is no exception. In 1978, what was originally known as the Department of Learning Resources and Mass Media transformed into the Communications Media Department. Now, the department offers more than 50 different COMM classes, is enriched with award-winning professionals, and has produced a wide network of successful alumni. This department also offers students the opportunity to add a COMM minor to any existing degree, as well as certificates in audio production, digital imaging production, or popular music. Through this department, students are open to a world of opportunities, ranging from networking to internships to hands-on, in studio involvement. Extra-curricular activities in this department are vibrant and give students an outlet to gain experience while also allowing them to express their creativity. These include: the Student Photography Association, the Student Film Association, WIUP-FM, and IUP-TV.

Giving students the opportunity to achieve their goals and aspirations is the core of the Communications Media Department. Although IUP as a whole does not have a tagline, there is a strong brand essence: “At IUP, you’ll find yourself at the heart of a community as unique as you are.” The slogan of the Communications Media department should reflect this brand essence, but also stand out as its own entity.

For more information, visit: iup.edu

Slogan Proposal

“Create. Collaborate. Conquer.”



Explanation

What Does The Slogan Mean?

The “Create.” portion of this slogan represents an important aspect of the IUP Communications Media Department- creating. No matter which Communications Media track a student studies, their education revolves around creating. Whether it be audio, visual, graphics, or writing, all communications students create something during their career at IUP.

The “Collaborate.” portion of this slogan represents the Communications Media Department’s notorious collaborations students get to experience. COMM students not only collaborate with their peers, they also collaborate with faculty and alumni. Working together is a major aspect of Communications, and it is important to highlight.

The “Conquer” portion of this slogan represents what students will achieve with their communications education. There is an often used analogy that college is like climbing a mountain. Although conquer has a lot of definitions, one of them is to successfully climb a mountain. Conquer is a perfect word to sum up what students can and will do with their communications career.

Why Was The Slogan Chosen for This Audience?

This slogan is short and catchy, which is important in gaining the attention of the audience. The goal of this slogan is to get it to stick in the minds of the target audience- future students. If the slogan was too long or complex, it would not be memorable. The alliteration in this slogan also amps up its memorability. Using three “C” sounds creates a pattern, and studies show that patterns are easier for people to remember than non patterns.

However, the slogan also has to mean something- if the slogan was all fluff, it would not matter to future students. We want the slogan to really represent the core values of the IUP Communications Department. “Create. Collaborate. Conquer.” is the perfect combination of short and memorable yet hardy and meaningful.

This slogan was chosen for this organization because of the way it captivates students while also representing the department.

Audience Analysis

The target audience of the IUP Communications Media Department is future students. These can be both current high schoolers and current college students who are looking to switch majors or transfer schools. Although there are people who start college at an older age, that is not the majority. Focusing on this group would not be the most effective route.

The simplicity of this slogan is what most targets the target audience. It is an attractive slogan that is highly memorable. When students are looking into colleges, we want them to remember IUP. Choosing a slogan that stands out and is highly memorable helps the Communications Media department stick into the brains of future students.

This slogan also represents the path that future students will take if they choose to attend IUP. It represents a simple plan of going to college, creating some amazing works, collaborating with like minded individuals, and conquering. Students who choose IUP Communications Media will thrive- this slogan represents all of that with three simple words.

Resources

<https://www.iup.edu/commmedia/undergrad/communications-media-bs/>

<https://www.iup.edu/marcom/iup-story/>