

Tulane SoPA students deliver cutting-edge marketing blueprint for Tulane Institute

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Tulane SoPA Media + Design Capstone students presented their integrated marketing communications plan to Tulane Institute on Water Resources Law & Policy's Director Christopher J. Dalbom on Tuesday, May 7, 2024. The plans book, pictured here, will provide the Institute with a strategic approach to increasing brand recognition and awareness of the vital role it plays in the community.

[Tulane School of Professional Advancement \(SoPA\) Media + Design](#) Capstone students – hailing from the digital marketing, design and public relations programs – demonstrated their skills while giving back to a local nonprofit organization through

the creation of a strategic integrated marketing communications plan aimed at addressing a client's communication problem.

This year, the students not only had the opportunity to work with a deserving nonprofit, but they were able to leverage their skills to help a deserving member of the Tulane community — [The Tulane Institute on Water Resources Law & Policy](#). The Tulane Institute on Water Resources Law & Policy works diligently to bring attention to water-related issues in our community and beyond.

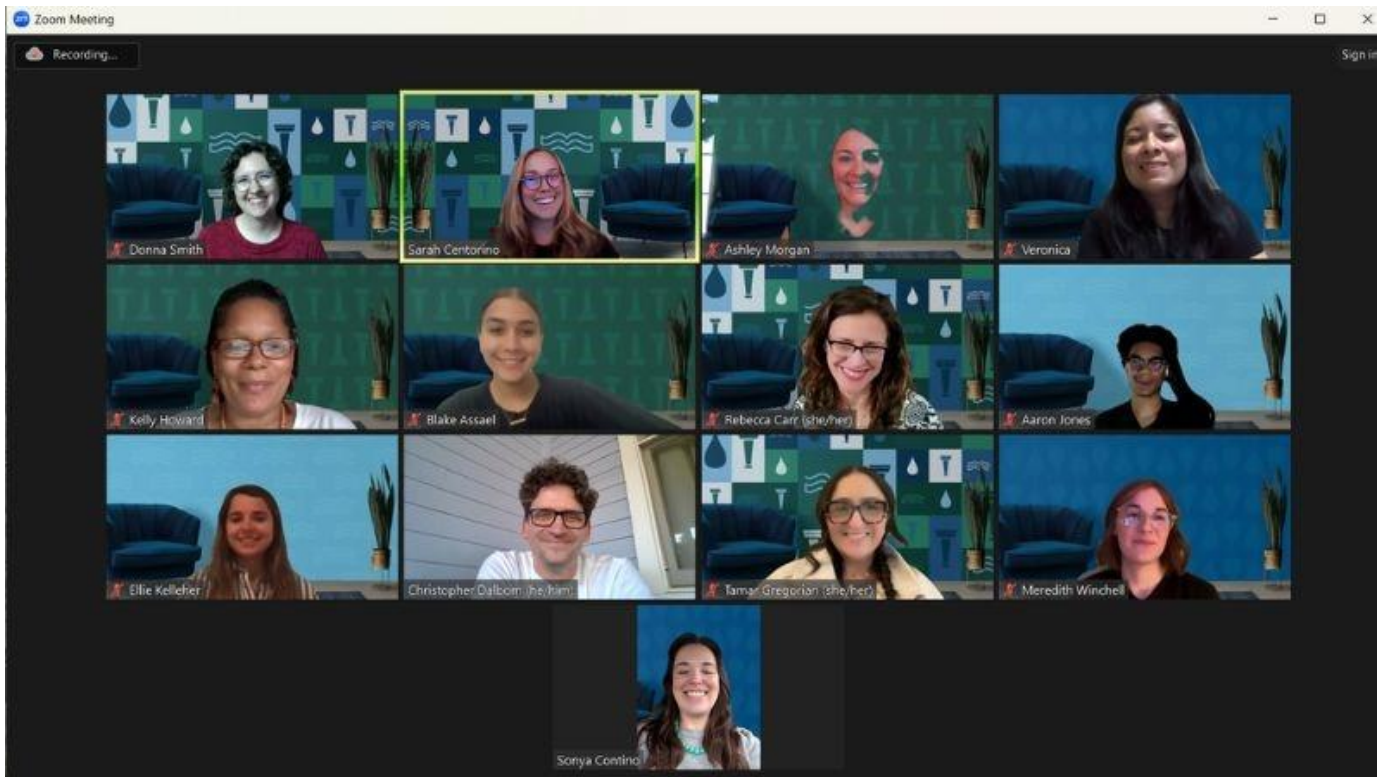
This year's Capstone team was honored to create a plan to increase the organization's brand awareness because of the vital role the Institute plays in our community. The students utilized the skills they have learned throughout their programs to create new a branding package, social and digital content, updated website design and copy, press materials and an in-person event plan for the Institute.

"I am thrilled about my experience working with the Capstone project class for the Tulane SoPA Media + Design Program," said Christopher Dalbom, Director of Tulane Institute on Water Resources Law & Policy. "The students brought skill and talent that I never would have had access to otherwise. They clearly put in a great deal of work on behalf of my organization, and I'm sure that I'm the lucky recipient of what was tens of thousands of dollars' worth of work. Their end products were extremely professional and polished. My team is so excited to dive into everything they gave us."

Through research and experience, the Capstone team provided the Institute with deliverables that will allow its advocates to increase the organization's visibility among its target audience which includes policymakers and donors. The faculty are incredibly proud of the students who consistently produced high-quality, forward-thinking work in the class.



Contents of the plans book included tactical executions such as a new brand identity, website design, stationary set, social media and SEO/SEM strategies, media relations materials and more.



Tulane SoPA Media + Design Capstone students presented their integrated marketing communications plan to the Tulane Institute on Water Resources Law & Policy's Director Christopher J. Dalbom on Tuesday, May 7, 2024. Pictured from left to right: Professor Donna Smith (Graphic Design); Professor Sarah Centorino (Digital Media & Marketing Communications); Ashley Morgan (Public Relations); Veronica Pohl (Graphic Design); Kelly Howard (Public Relations); Blake Assael (Digital Media & Marketing Communications); Media + Design Program Director Rebecca Carr; Aaron Jones (Digital Media & Marketing Communications); Ellie Kelleher (Digital Media & Marketing Communications); TIWRLP Director Christopher Dalbom; Media + Design Associate Program Director Tamar Gregorian; Meredith Winchell (Interactive Design) and Sonya Contino (Interactive Design).