

MRKT 3521 New World of Branding and Advertising
MARKETING FOR GOOD

TOOL KIT

Discuss ideas for campaigns/products with the CBA MRKT admin; supplies may be available.

Website creation:

- Wix <https://www.wix.com/>
- LMU ITS free web hosting and content management service: <https://lmu.build/>

Printing (paper materials):

- Office Depot Business (via the CBA MRKT admin): compare pricing with Campus Graphics; downside location off-campus; requires admin's P-Card/account
- Campus Graphics (on-campus): compare pricing with Office Depot Business (avail via admin); convenience of on-campus site; quick turnaround
- MakeStickers <https://www.makestickers.com/>
- Printful <https://www.printful.com/custom-products>

Merchandise:

- [Printful](#) – Easy, on-demand, online printing, fulfillment and shipping.
- [Printaura](#) – Custom garment printing and order fulfillment.
- [4Imprint](#) – Traditional custom printing with great options.
- [Shopify](#) – Online retail store.
- [Big Cartel](#) – E-commerce store geared toward creatives/artists.
- [Promo Shop](#) – vendor located in Playa Vista, CA.
- [Manhattan Stitching](#) – vendor located in Buena Park, CA.

Tabling on-campus:

- Wellness Wednesdays: students may request to participate form via LEO: <https://lmu.campuslabs.com/engage/submitter/form/start/381950>
- 25Live reservations made by the CBA MRKT; provide details:
 1. Requested date:
 2. Requested location: Lawton Palm Walk [walkway in front of Hilton]
 3. Event Title: "M-School: [group name]"
 4. Event Description: "As part of CBA's M-School course (MRKT 3521 New World of Branding & Advertising), [group name + 1-2 sentences of what you'll be doing at the table]"
 5. Time: [duration – from XX to XX]
 6. Onsite Contact Name + Mobile Number:

Non-Profit Partners:

- [LMU Center for Service and Action](#) has connections to many local non-profit organizations; Patrick Furlong, Director, is a fan of M4G!

[January 2022]