

## How to Place a Marketing & Communication Service Request Form

1. Visit the Office of University Marketing & Communication webpage at: <https://www.asurams.edu/institutional-advancement/office-of-marketing-and-communications/> and click the button that reads “Marketing and Communication Service Request Form” as seen circled in red in the picture below. *\*Do not enter a ticket by sending an email as not all information needed to complete your request will be included\**

The screenshot shows the Albany State University website. The header includes the university logo and a search bar. A navigation menu lists various departments: COVID-19, ABOUT, ACADEMICS, ADMINISTRATION, APPLY, STUDENT LIFE, STUDENTS, DONATE, and ATHLETICS. Below the navigation is a breadcrumb trail: HOME > INSTITUTIONAL ADVANCEMENT > OFFICE OF UNIVERSITY MARKETING AND COMMUNICATIONS. The main content area is titled 'University Marketing and Communications' and features three blue buttons: 'Brand Standards Guide', 'Marketing and Communications Services Request Form' (circled in red), and 'Approved Vendor List'. To the right, there is a sidebar with a list of links: Business Cards, Color Palette, How to Use the Logo, Logo Colors, Official University Marks, Prim..., Samp..., Mate..., Sign..., The Golden Rams Log..., and Typoqraphy. A chat window is open on the right, displaying a message from 'Goldie, your virtual assistant' and a 'Chat With Us' button.

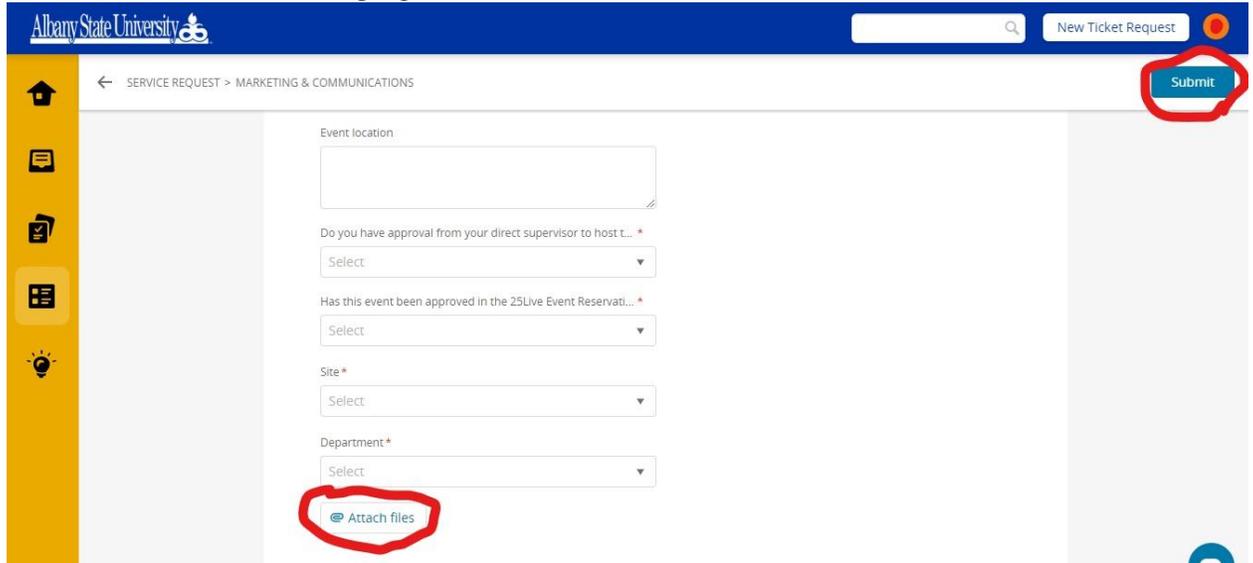
2. Once you click the button, you will be taken to the request form at: [https://helpdesk.asurams.edu/catalog\\_items/1195420-marketing-communications-services-request-form/service\\_requests/new.portal](https://helpdesk.asurams.edu/catalog_items/1195420-marketing-communications-services-request-form/service_requests/new.portal).

The form will ask you for;

- **Requestor:** The name of who is placing the ticket/requesting services.
- **CC:** Who else you would like included to review your request
- **Title:** The name of your request (i.e. Founder’s Day Luncheon)
- **Services Needed:** You may choose Publicity, Graphics, Website Update, Photography, and Virtual Event Streaming.
- **Is this a(n)...**: You may choose event, announcement, and website update.
- **Is this a Virtual, In-Person, and Hybrid:** You may choose virtual, in-person, and hybrid
- **Request Details:** Include all details for what you are requesting in this section or the issue you may be experiencing.
- **Target Audience(s):** You may choose students, faculty, staff, alumni, and community.
- **Event Start Time:** Please specify the start time if your request involves an event. If not, please leave this area blank or put N/A.  
**If Publicity, What type of Publicity Needed:** You may choose internal only, external only, or both internal and external.
- **Event End Time:** Please specify the end time if your request involves an event. If not, please leave this area blank or put N/A.

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- **If Website Update, specify web URL:** If you are requesting a website update, please provide the URL link to the page(s) you would like updates made. *\*Without the URL link(s), your request can not be completed properly\**
  - **Event Date:** If applicable, provide the date of your event. If not, leave this area blank.
  - **Preferred Due Date to Requestor:** Provide the preferred date you would like your request completed by.
  - **Event Location:** If applicable, provide the location of your event. If not, leave this blank or N/A.
  - **Do you have approval from your direct supervisor to host this event?:** If applicable, put Yes and attached any files to verify this approval. If not, place No.
  - **Has this event been approved in the 25Live Event Reservation System?:** If applicable, put Yes and attached the approved registration. If not, place No.
  - **Site:** Provide the site/location where your request or event will take place. If none apply, choose the site where you are located.
  - **Department:** Choose the name of the requestor's department.
3. Be sure to attach your specific website edits, approvals, or any items that would be helpful to complete your request. *\*If you are requesting website edits, please attached a document stating what and where you would like edits made.*
4. Hit the submit button in the top right-hand corner.



The screenshot shows the Albany State University Service Request form for Marketing & Communications. The form is displayed on a blue header with the university logo and a search bar. The main content area is white and contains several dropdown menus and a text input field. The 'Event location' field is a text input. The 'Do you have approval from your direct supervisor to host this event?' field is a dropdown menu with 'Select' as the current selection. The 'Has this event been approved in the 25Live Event Reservation System?' field is a dropdown menu with 'Select' as the current selection. The 'Site' field is a dropdown menu with 'Select' as the current selection. The 'Department' field is a dropdown menu with 'Select' as the current selection. Below the dropdown menus is an 'Attach files' button with a red circle around it. In the top right corner of the form, there is a blue 'Submit' button with a red circle around it.

5. Once you submit your request, you will see your ticket number, as seen in the picture below circled in red, and your ticket will be assigned to the proper team member(s) and completed accordingly.



**My Tickets**

Incident #117618 created view refresh ✕

All Requests + Add Filter Clear Filters

NUMBER ↓	STATE	SUBJECT	CATEGORY
117618	New Incident	Marketing & Communications Services Request Form	Marketing & Communications
117603	New Incident	Marketing & Communications Services Request Form	Marketing & Communications
117553	New Incident	Product Review-Campus Communication Software-Modo Labs	IT Project Management