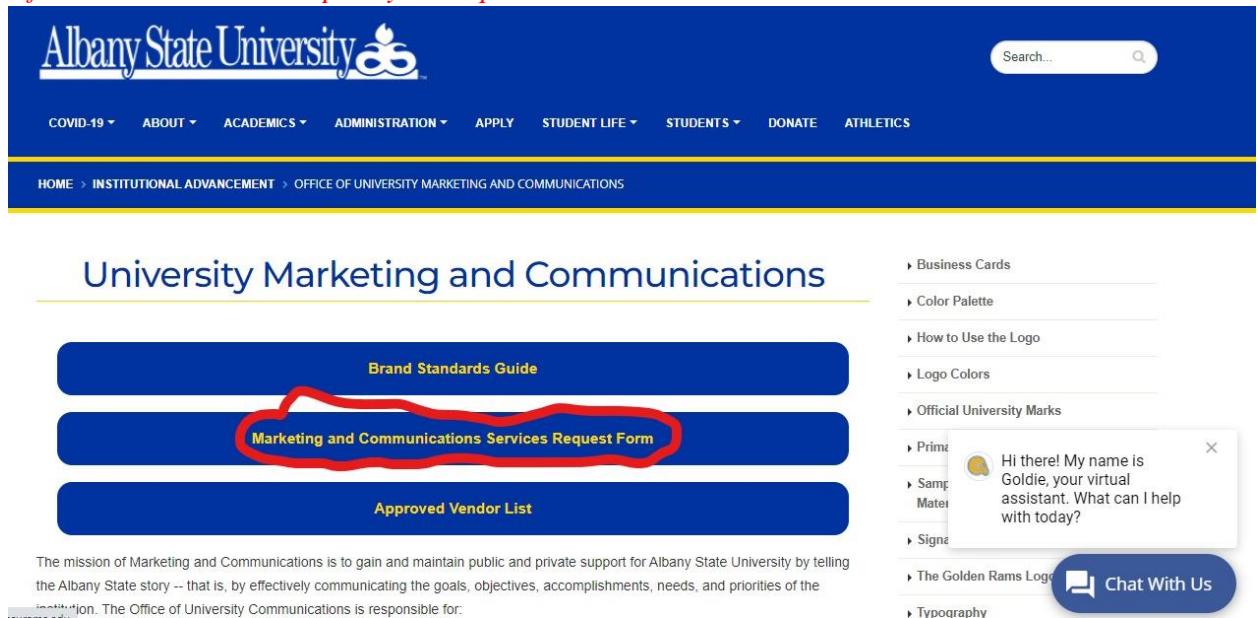


How to Place a Marketing & Communication Service Request Form

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 with a blue header. The navigation bar includes links for COVID-19, ABOUT, ACADEMICS, ADMINISTRATION, APPLY, STUDENT LIFE, STUDENTS, DONATE, and ATHLETICS. Below the header, a breadcrumb trail shows HOME > INSTITUTIONAL ADVANCEMENT > OFFICE OF UNIVERSITY MARKETING AND COMMUNICATIONS. The main content area has a blue background with three white buttons: 'Brand Standards Guide', 'Marketing and Communications Services Request Form' (which is circled in red), and 'Approved Vendor List'. To the right, there is a sidebar with links to Business Cards, Color Palette, How to Use the Logo, Logo Colors, Official University Marks, Primary Logos, Sample Materials, Signs, The Golden Rams Logo, and Typography. A chat window is open with a message from Goldie, the virtual assistant.

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.

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 attach 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 attach 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 attach 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 a service request form for Albany State University. The left sidebar has icons for Home, Message, File, and Help. The main form is titled 'SERVICE REQUEST > MARKETING & COMMUNICATIONS'. It contains the following fields:

- Event location (text input)
- Do you have approval from your direct supervisor to host t... * (dropdown menu, 'Select')
- Has this event been approved in the 25Live Event Reservati... * (dropdown menu, 'Select')
- Site * (dropdown menu, 'Select')
- Department * (dropdown menu, 'Select')
- Attach files (link)

The 'Submit' button at the top right and the 'Attach files' link are both circled in red.

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.

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The screenshot shows the Albany State University My Tickets interface. A red circle highlights a green notification bar at the top stating "Incident #117618 created view refresh X". Below this is a search/filter bar with dropdowns for "All Requests" and "Add Filter/Clear Filters". The main table lists three tickets:

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