

# Public Relations and Marketing

Wallace Community College designs, develops, and implements activities, events, and initiatives that increase awareness of the College mission, history, and contributions to the region. The philosophy of the College is that all members of the College community are public relations ambassadors. The Director of Public Relations and Marketing serves as media contact for the College. Public Relations and Marketing activities include, but are not limited to, distributing press releases and news stories concerning College activities, developing and distributing publications that reflect the College mission and programs, participating in community organizations, planning and implementing community college awareness activities, and designing and implementing marketing campaigns for print, electronic, and social media. For more information about public relations and marketing at the College, call 334-556-2387 or email [pr@wallace.edu](mailto:pr@wallace.edu).