## Integrated Marketing Communications Plan and Strategy

Using the Plan to Supplement University Strategy

### Intention
**What we exist to do**

- USC delivers leaders – cutting-edge thinkers and practical problem solvers.
- We build healthier, more educated communities.

### Benefit
**Why it matters**

- Committed
- Welcoming
- Transformational
- Accessible

### Value
**What the brand will stand for over time; operating principle**

- USC inspires a better way of life.
- We prepare the nation’s future leaders.

### Personality and Stance
**The face we show the world; how we get it done**

- Ambitious
- Confident
- Successful
- Genuine
- Vibrant