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Taylor PR students win prestigious MarCom Awards

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Taylor PR students win prestigious MarCom Awards

BY: Lenna Klein

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Four public relations students from Taylor University have been honored with two Platinum and two Gold MarCom Awards.

The [MarCom Awards](#) competition recognizes achievement and excellence by marketing and communication professionals. More than 6,000 entries were received from throughout the United States, Canada, and around the world.

The Taylor winners came from [Dr. Donna Downs'](#) PR Cases & Campaigns class in the [Communication Department](#). The Platinum Awards recognized campaigns created by the students for Taylor University's Communication Department and [Title IX program](#). The Gold Awards recognized work done by Downs' students for [Purposeful Design](#) (Indianapolis) and [A Hope Center](#) (Ft. Wayne).

"It was a joy to be a part of a collaborative project and partner with a client who deeply cares about students," said senior Malaina Yoder. "The recognition from MarCom is quite the honor, but the

practical lessons about how to create and enact a campaign are what I'll take away from this experience." Yoder was a member of the group that worked on the Title IX Campaign.

"Having the students win these awards is an honor for our department and for Taylor," Downs said. "After a semester of hard work, students formally present their final campaigns to clients during finals week. Year after year, clients are grateful and impressed with student achievements and presentations."

In the past, approximately 15 percent of all entries won Platinum, the highest award, and around 20 percent won Gold.

MarCom Awards judges are industry experts from the Association of Marketing and Communication Professionals. They base their criteria on a high standard of excellence. Judges look for companies and individuals whose exceptional work serves as a benchmark for the Marketing and Communications industry.



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