COASTAL CAROLINA UNIVERSITY

**COOL MARKETING GRANT APPLICATION**

**DIRECTIONS**: In the space below please describe each prioritized marketing activity and justify its anticipated impact on online program student recruitment and/or retention. Then list the estimated total cost (including tax, fees, and shipping & handling, if applicable) for each activity. There is a maximum $5000.00 per online program.

|  |  |  |
| --- | --- | --- |
| **ONLINE PROGRAM:** [TYPE PROGRAM NAME HERE] | | |
| **Priority** | **Marketing activity and justification statement** | **Total Cost** |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |

**SIGNATURES REQUIRED:**

## COLLEGE DEAN DATE:

DEPARMENT CHAIR DATE:

PROGRAM COORDINATOR DATE: