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UA19/18 Athletic Marketing

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Western Kentucky University
UA19 Athletics
Series 18 Athletic Marketing

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Description: Records created by and about Athletic Marketing.

Dates: 1996-2005

Subject Analytics:
Athletics (WKU)
Marketing
Western Kentucky University

Accession Information: These records were transferred to the University Archives upon its creation.

Access Restrictions: none

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Finding Aid Report

12/09/2010

UA19.18	**Records**	**Date**	
Level	**Series**	**Linked to**	**UA19**
Title	**UA19 Athletics Series 18 Athletic Marketing**		
Collection	**University Archives**		
Scope & Content	**Records created by and about Athletic Marketing.**		

Container List

Container	Folder	Creator	Date	Title
Box 1	1	WKU Athletic Marketing	1996-1999	Hilltoppers Athletic Marketing Opportunities
Description	Marketing			Subjects: Advertising
Box 1	2	WKU Athletic Marketing	1999-2000	Western Kentucky Athletic Marketing Opportunities
Description	Marketing			Subjects: Advertising
Box 1	3	WKU Athletic Marketing		WKU Trademark Licensing Program
Description	Marketing			Subjects: Trademarks Advertising
Box 1	4	WKU Athletic Marketing		Diddle Arena Floor
Description	Diddle Arena (WKU) Marketing			Subjects: Advertising Fund raising
Box 1	5	WKU Athletic Marketing	1995-2005	Ticket Sales
Description	Marketing Sales			Subjects: Soccer Football Tickets