

the design channel

the design channel, llc

news release

5420 wisconsin avenue
chevy chase, md 20815
p 301.951.9195
f 301.951.9197

For Immediate Release

Contact: David Franek
301-951-9195

The Design Channel makes the grade as college's choice for marketing partner.

Agency selected by Capitol College to increase visibility as a leader in technology education.

WASHINGTON, DC, June 8, 2009 –The Design Channel announced today that it has been retained by Capitol College to develop branding and marketing strategies for the institution. The scope of work will brand the school's specialization in information technology and engineering education in messages across diverse media, including web advertising, print, outdoor and radio.

TDC has extensive experience in the educational arena helping schools, colleges and universities with branding, recruiting and advertising. "Capitol College has been one of the best kept secrets in higher education in the Washington, D.C. area," said Rachel Deutsch, principal and creative strategist of The Design Channel. "We're eager to help ensure that it will be top of mind with high school students and working professionals who want top-level, hands-on instruction and training in fields that are in high demand."

Founded in 1927 as Capitol Radio Engineering Institute, Capitol College (www.capitol-college.edu) offers 12 undergraduate and six graduate programs in the areas of engineering, computer science, information technology and business. It conducts instructional programs for over 600 undergraduates on a 52-acre campus in Laurel, MD as well as online for over 300 graduate students through live, streaming audio sessions. Capitol College has been designated as a National Center of Academic Excellence in Information Assurance Education by the Department of Homeland Security and the National Security Agency. In addition, it operates the Space Operations Institute in partnership with NASA.

The school also offers undergraduates a unique job guarantee called the Capitol College Commitment, which ensures qualified bachelor's degree candidates job placement in engineering, computer science, information technology or business within 90 days of graduation.

With offices in Washington, DC and Baltimore, MD, The Design Channel (www.thedesignchannel.com) provides a full range of integrated services, including branding, marketing and advertising, corporate communications, broadcast and interactive media.

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