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Cal Poly Pomona Enterprises Marketing Department Wins Numerous International MarCom Awards

The Cal Poly Pomona Enterprises Marketing Department has been honored with five awards in the 2022 international MarCom Awards. The MarCom Awards is one of the world's largest, most-respected creative competitions, administered by the Association of Marketing and Communications Professionals since 2004.

Over 6,000 entries were submitted from marketing and communications professionals based in the United States, Canada and 43 additional countries. Each entry was independently judged based on its own creative excellence, quality and resourcefulness.

The Marketing team earned one platinum and four gold awards for their marketing efforts and materials promoting enterprise units. MarCom platinum awards are the competition's highest honor, awarded to the most exceptional entries. The platinum award was received in the Digital Media Creation category for the [Instant Access at Bronco Bookstore](#) video.

The four gold awards were in recognition of:

- [Special Event Marketing – Grad Fair](#)
- [Special Event Marketing – Job Fair](#)
- [Digital Media Communications – Organizational Newsletter](#)
- [Digital Media | Non-Profit – Support Our Campus, Buy On Campus](#)

“I am honored to have such an amazing team and excited to share that our department has won five MarCom Awards,” said Alex Hernandez, Associate Director of Marketing. “The marketing department is made up of very skilled, creative, dedicated, innovative team members. I'm proud that their outstanding efforts and dedication to Cal Poly Pomona Enterprises have been recognized. These awards are well deserved.”

Established in 1966, the Cal Poly Pomona Enterprises, formally known as the Cal Poly Pomona Foundation, provides a wide range of essential services for the campus community, including Dining Services, the Bronco Bookstore, faculty/staff housing, University Village housing, the Kellogg West

Conference Center and Hotel, commercial real estate activities and Innovation Village. Additional support includes services provided to The Farm Store, Philanthropic Foundation, Sponsored Programs and more. CPP Enterprises is the largest employer of students at Cal Poly Pomona, providing invaluable work experience to approximately 1,700 students each year.