



Dr. Walter Kimbrough participates in a podcast with the American Marketing Association on marketing and branding an institution.

He also discusses his use of social media to "even the playing field" and offers a sneak peak into his keynote speech at the upcoming 2012 Symposium for the Marketing of Higher Education in New Orleans, November 11-14, 2012.

Listen here: <http://cc.readytalk.com/play?id=eyvqy3>