

2015

**MARCORLOGCOM PRODUCTS & SERVICES
PRODUCT/SERVICE DEFINITION**

As of: Monday, March 23, 2015 13:36

1. PRODUCT/SERVICE TITLE: The official name of the Product and Service
Enterprise Strategic Communications

3. LEAD ORGANIZATION: Name of the organization overseeing the Product and Service.
Organizational Development Office (ODO)

6. DESCRIPTION: A detail description or definition of this Product and Service (it's function, purpose, reason for existence.)

Strategic communications is the proactive and targeted development and delivery of key messages, and engagement of key stakeholders at the right time, in the right manner, with the right responsiveness to affect the desired results. Communications support is the development and broadcasting of products for MCLC branding initiatives uniquely designed and pushed to the internal workforce of MCLC. Additionally, creative, original graphics design is developed in support of strategic communications for MCLC.