UH CULLEN COLLEGE’S ‘PARAMETERS’ MAGAZINE WINS CRYSTAL AWARD FROM AMERICAN MARKETING ASSOCIATION

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The UH Cullen College of Engineering’s biannual Parameters magazine earned the American Marketing Association’s (AMA) Crystal Award for best public relations/communications newsletter. Finalists in the category included UH's Bauer College of Business and Houston Methodist Hospital.

The AMA Crystal Awards are given to Texas' top marketers in categories ranging from print and radio to website design and social media.

The Cullen College’s Office of Communications was recognized at the AMA Crystal Awards Gala - the largest marketing event in Houston, attracting more than 650 marketing professionals from almost every industry in Houston - on Thursday, May 10.

The spring and fall 2017 editions of Parameters magazine challenged stereotypes about engineers and engineering head-on.
In the spring 2017 issue of Parameters, we introduce readers to the “Secret Lives of Engineers” - that is, the creative and unique interests, hobbies and talents that UH Engineering professors and students possess and pursue.

In the fall 2017 issue of Parameters, "The Houston Dream," we tell the personal stories of our engineering students and professors, who all come from very different backgrounds and cultures but all share the same dream of being world-class engineers.

Access past issues of the Crystal Award-winning Parameters magazine at www.egr.uh.edu/communications/publications/parameters-archives

Learn more about the AMA Crystal Awards at www.crystalawards.org

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