

Photo: All aboard

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The Tulane University School of Continuing Studies is adopting a new advertising strategy, one that may be rolling past Gibson Hall at any moment. For the next 12 months, a bus on the St. Charles Avenue line will sport the Tulane green color, shield and logotype, bringing this message to those along the route: "Upgrade: Your Education. Your Job. Your Life."



In previous years, the school had advertised on a billboard overlooking the Earhart Expressway.

"After a while, riders got so used to seeing it they did not 'see' it any longer," says Rick Marksbury, the dean of the school. "The hope is we'll get more hits from the bus."

The [school](#) also advertises on radio, television and print, says Marksbury.