

<b>TYPE:</b>	Administrative
<b>TITLE:</b>	Marketing and Advertising
<b>NO.:</b>	ADMIN-262
<b>RESPONSIBILITY:</b>	Executive Director, Communications and Marketing Chief Administrative Officer
<b>APPROVED BY:</b>	Durham College Leadership Team
<b>EFFECTIVE DATE:</b>	September 2018
<b>REVISED DATE(S):</b>	
<b>REVIEW DATE:</b>	September 2021

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## 1. Introduction

The marketing and advertising of Durham College (DC) and its programs and services is essential in attracting and influencing target audiences, including prospective students, donors, business leaders, community partners and educators.

Ensuring consistent and professional marketing and advertising reinforces the DC brand and continues to strengthen the College's reputation.

## 2. Purpose

The purpose of this policy and procedure is to provide a framework for ensuring that a strong, positive brand image is consistently communicated through DC's marketing and advertising.

## 3. Definitions

Refer to [Durham College's Standard Definitions](#).

## 4. Policy statements

- 4.1. The Communications and Marketing department (C+M) will collaborate with DC employees to ensure accuracy and consistent messaging in print and online marketing and advertising.
- 4.2. All marketing and advertising communications are guided by DC's mission, vision, values and brand. C+M follows the College brand guidelines to maintain the quality and consistency in all print and online marketing and advertising.
- 4.3. All external commercial electronic messages must comply with the requirements of Canada's Anti-Spam Legislation (CASL).

## **5. Procedure**

### 5.1. Requests for marketing and advertising materials

- 5.1.1. All requests are to be made to the manager, Marketing using the C+M project request form.
- 5.1.2. Depending on the scope of the request a client meeting may be required to determine the goals and objectives of the request.
- 5.1.3. Once the request is reviewed or a client meeting takes place, the manager, Marketing will assign a project team to liaise with the client.
- 5.1.4. The written content and an initial design will be completed, reviewed and approved by the client. Once the final marketing/advertising product(s) is approved by the client, it will then be approved by the manager, Marketing and where applicable, placed in publication print, audio or online.

## **6. Roles and responsibilities**

- 6.1. In consultation with College leadership, departments and/or academic schools, the C+M department develops and executes marketing and/or an advertising plan intended to promote College programs, services and activities.
- 6.2. The executive director, Communications and Marketing is responsible for overseeing the strategic development and execution of DC marketing and advertising.
- 6.3. The executive director, Communications and Marketing is responsible for ensuring DC's brand standards are consistently followed in all written, audio and visual materials.
- 6.4. The manager, Marketing, in consultation with the executive director, Communications and Marketing is responsible for overseeing all marketing and advertising related to DC.
- 6.5. The director, Communications is responsible for approving all content written by the communications officers related to marketing and/or advertising materials for the College.
- 6.6. The C+M team is responsible for producing accurate and professional materials that are aligned with the DC brand and to uphold the confidentiality of any and all information pertaining to DC.

## **7. Accessibility for Ontarians with Disabilities Act considerations**

Accessibility for Ontarians with Disabilities Act (AODA) standards have been considered in the development of this policy and procedure and it adheres to the principles outlined in the College's commitment to accessibility as demonstrated by the Accessibility Plan (ADMIN-203).

## **8. Non-compliance implications**

Non-compliance with this policy and procedure could negatively impact the current and prospective College community with both external stakeholders and the media, which could lead to significant financial loss and damage to the College's reputation.

## **9. Communications plan**

The executive director, Communications and Marketing will ensure that a message is posted on ICE alerting employees when departmental policies and procedures are created or revised. Policies and procedures relevant to students will be posted to MyCampus and the Durham College website.

## **10. Related forms, legislation or external resources**

- [CASL](#)
- [C+M project request form](#)