

## I. Purpose

The purpose of the Marketing & Media approval process is:

- A. To elevate the College image by projecting consistent, quality messages and materials to our prospective students, parents, community, alumni and other audiences.
- B. Maximize the effectiveness of materials with consistent use of our brand attributes across audiences and platforms.
- C. To be fiscally responsible with advertising funds by ensuring that they are used in the most effective and efficient way.
- D. Ensure that the College is not sending out conflicting messages.
- E. Ensure that the College is adhering to copyright and trademark laws and best practices.
- F. Ensure that we are utilizing our media resources effectively and reaching the broadest audiences with College news.
- G. Ensure that the College is represented properly and effectively in the social media environment.

## II. Policy Statement

### Marketing

In order to maintain a consistent and effective College image, marketing and promotional materials must be approved by the Office of Marketing & Media.

The Office of Marketing & Media is available to provide all related marketing **services** to the College and its departments free of charge, however schools and departments have the ability to create their own materials. Those materials must be reviewed and approved by the Office of Marketing & Media prior to production and/or dissemination.

Project requests to the Office of Marketing & Media must be sent to the director of Marketing & Media via email *at least* two (2) weeks prior to the date the completed/final project is needed. To make a project request, please complete the [Project Request Form](#). Once a project is completed by the Office of Marketing & Media, the project contact will be notified to pick up the project within three (3) business days. Please take into consideration extra time that may be needed for University approval and/or Print Shop printing. Projects sent to the on-campus Print Shop will be charged to the requesting department's speed chart number; please note rush deliveries may have an additional charge by the Print Shop. Per USG BOR requirements, one copy of a completed project must be given to the Office of Marketing & Media for archiving purposes.

### Printing

The Office of Marketing & Media will print a maximum of 50 of the following items: flyers, brochures, recruitment materials, event programs, etc. Any project requiring more than 50 copies will be sent to the on-campus Print Shop with the requesting school's or department's speed chart number.

Plotter printing is a cost to the requesting school or department.

Plotter Printing  
Prices\*

<u>Size (inches)</u>	<u>Cost/poster</u>
24x30	\$15.00
24x36	\$20.00
36x48	\$35.00
72x36	\$50.00

\*Prices may vary depending on size of poster needed.

Materials approved for printing by the Office of Marketing & Media and later changed, needing a reprint, will be charged to the requesting school or department.

#### **Advertising/Sponsorships**

The purchase of advertising or sponsorships must be coordinated through the Office of Marketing & Media.

#### **Events**

When the Office of Marketing & Media is assisting with an event (designing materials, photos, printing, etc.) and there are changes to the event (date, time, location, etc.), please notify the director of Marketing & Media immediately.

#### **Communications**

Managing the quality, quantity, timing, and flow of information to the media is critical to ensuring that the Georgia Southern College of Business gets sufficient media coverage.

- A. All press releases and media advisories will be edited and sent to the University Office of Marketing and Communications for dissemination. Schools and departments may write their own press releases, but they will be edited and released through the University Office of Marketing and Communications.
- B. If any faculty or staff member is contacted by the media, he or she should notify the director of Marketing & Media. When possible, contact the Office prior to participating in an interview.

#### **Social Media**

Social media is a powerful tool to reach our audiences. Schools, departments and other organizations may establish their own social media accounts. The University Office of Marketing and Communications maintains oversight and offers guidance on the accounts. Social Media is governed by the social media guidelines (<http://news.georgiasouthern.edu/marketing/resources/>).

### III. Scope

- A. All members of the College community, with the exception of internal communications with College of Business faculty, College of Business staff and current College of Business students. Internal communications materials must adhere to the University visual standards. (<http://news.georgiasouthern.edu/marketing/resources/>).
- B. Pertains to all marketing and promotional materials including online graphics and publications (see Definitions below)
- C. Pertains to all interaction with the media (as defined below).
- D. Pertains to all official University social media accounts.
- E. Pertains to advertising the University and all colleges and departments within.

### IV. Definitions

*Marketing Materials:* including, but not limited to brochures, flyers, advertisements, newsletters, annual reports, promotional videos, recruitment materials, posters, invitations, postcards, campaign graphics, etc., in print (hard copy) or electronic.

*Promotional Materials:* promotional and giveaway items including but not limited to department apparel, logos, mugs, t-shirts, pens, calendars, notebooks, stadium cups, etc.

*Online Communications:* promotional materials distributed in an electronic format, such as emails, campaign graphics and websites. (The College website is governed by the University Web Policy # IT-2010-00).

*Video:* refers to videos intended to promote the College, one of its programs or one of its departments.

Media includes but is not limited to television, radio, online communications, print, and other information outlets.

### V. Roles and Responsibilities

- A. The Office of Marketing & Media under the direction of the Dean and Associate Dean of the College of Business, approves all marketing and media relations materials.
- B. Marketing materials for review must be sent via email to [business-marketing@georgiasouthern.edu](mailto:business-marketing@georgiasouthern.edu) or hard copy to P.O. Box 8109.
- C. Marketing & Media will review and document necessary revisions, or approve the materials within 48 hours of receipt.
- D. It is highly recommended that materials be sent in the earliest stage of completion in order to allow time for any necessary changes prior to production or dissemination.
- E. Marketing & Media is authorized to take appropriate steps to improve/correct or modify materials should it be necessary to maintain brand integrity.
- F. The social media coordinator within the University Office of Marketing and Communications monitors all official social media accounts for the University and offers

guidance, support and oversight of all accounts. Social Media is governed by social media guidelines (<http://news.georgiasouthern.edu/marketing/resources/>).

- G. The Office of Marketing & Media must be notified prior to the purchase of advertising or other media.

## **VI. Exemptions**

Internal communications to current College of Business students, College of Business faculty, and College of Business staff may be exempt from the approval process as long as the possibility of the materials being viewed by an outside audience is unlikely (i.e., posters and postcards announcing student events on campus, etc.). Communications to students via social media are not exempt and will be monitored by University Marketing and Communications.