

Section: External Relations (ER)

Subject: Marketing

Legislation:

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**APPROVED:**

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**Chair, on Behalf of SAIT's Board of Governors**

## **POLICY**

The policy of the Board of Governors is to ensure that SAIT's marketing activities support and are cohesive with the promotion of SAIT's mandate and mission to key stakeholders and customers, in order to achieve SAIT's vision and strategic marketing goals.

### **GUIDING PRINCIPLES**

1. SAIT's image and reputation are among SAIT's most powerful assets. They are the foundation for effective student recruitment, earned revenue, fundraising, and developing industry and government partnerships.
2. The Communications and Marketing department provides leadership in developing and advancing SAIT's brand image and reputation in the marketplace through developing and executing an integrated and collaborative marketing plan.

### **POLICY/PROCEDURE REFERENCE**

ER.2.1.1      Communications Coordination procedure

*The official controlled version of this document is held in the Board of Governors Office.*