

Section: External Relations (ER)**Subject:** Marketing**Legislation:****Effective:** December 20, 1993**Revision:** July 16, 2003 (reformatted); September 1, 2016 (reformatted)

APPROVED: _____
President and CEO

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.

PROCEDURE

A. Marketing Coordination

1. Each school/ department is encouraged to designate a representative to assume formal responsibility for coordinating the marketing of school/department programs, products and services. This representative works in close conjunction with the Communications and Marketing department in all aspects of marketing activity.
2. Communications and Marketing shall serve as point of first contact for all marketing-related production and administrative support activities from support departments and the Office of the Registrar.
3. The Market Insight and Analytics department provides marketing research services, with consultation available through Communications and Marketing.
4. Every member of the SAIT community is a marketing agent for SAIT. Employees are expected to formally and informally promote SAIT and its services through such

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opportunities as professional associations and business contacts, and to advise school/department representatives of specific marketing opportunities.

B. Publications

1. Communications and Marketing coordinates the development, production and distribution of SAIT publications that describe SAIT's programs, products, services and functions.
2. Communications and Marketing coordinates:
 - a) Advertising;
 - b) Campus communications;
 - c) Media relations;
 - d) Publications and brochures (other than program-specific material); and
 - e) Special events.
3. The Recruitment and Community Liaison office, in consultation with Communications and Marketing, coordinates the production of:
 - a) Academic and continuing education calendars;
 - b) Convocation publications;
 - c) Correspondence from the Office of the Registrar to SAIT applicants and current students;
 - d) Counselor newsletter and updates;
 - e) Financial Assistance and Awards information;
 - f) Program profiles;
 - g) Recruitment posters and brochures.
 - h) The internal telephone directory; and

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- i) The view book for prospective students.
4. Educational Resources coordinates the creative artwork and design for these publications; Communications and Marketing coordinates the positioning of these publications.
5. All SAIT publications distributed outside the immediate campus community, including any school/department newsletter or other materials distributed outside the producing school/department, are subject to Communications and Marketing's prior approval.

C. Institute-sponsored Advertising

1. Communications and Marketing shall coordinate all institute-sponsored advertising, including the preparation of advertising copy text, layout and graphics, and shall ensure that all such advertising conforms to SAIT's brand standards.
2. Communications and Marketing shall define and communicate standard formats for routine advertising to meet the needs of the SAIT community, as defined in consultation with the community members concerned.

D. Campus Communications

1. Communications and Marketing coordinates general campus communication services. The display on bulletin boards of social, cultural, recreational and career-related information is addressed in Section E of this procedure.
2. Communications and Marketing is responsible for:
 - a) Coordinating the dissemination of special campus information;
 - b) Producing the communications within SAIT's newsletter; and
 - c) Reviewing SAIT-related materials intended for campus informational display.
3. The Creative Design section of Educational Resources is responsible for:
 - a) Coordinating the design, purchase and sale of SAIT promotional items; and

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- b) Creating and coordinating the Sait Brand Standards Guide and corporate image, including the use of Sait symbols in displays, posters, signage and stationery.
- 4. The Recruitment and Community Liaison office is responsible for the operation of:
 - a) The electronic message centre; and
 - b) The Sait switchboard console.

E. On-campus Informational Displays

- 1. This procedure applies only to non-commercial, informational displays.
- 2. Bulletin boards for the use of AUPE Local 39 and SAFA shall be provided in accordance with the terms of the respective collective agreement.
- 3. Bulletin boards for the display of social, cultural, recreational and career-related information shall be provided as and where Sait management deems necessary and feasible. The Office of the Registrar controls the display of material on these bulletin boards.
- 4. Bulletin boards within specific schools/departments may be provided for the use of employees and/or students at the discretion of the school/department dean or director. The school/department controls the display of material on these bulletin boards.
- 5. Other forms of display space may be provided as and where Sait management deems necessary and feasible. For each such space, a responsible school/department shall be designated to provide appropriate controls.

F. Displays and Exhibitions

- 1. On an annual basis, Communications and Marketing may coordinate a campus-wide Open House event.
 - a) The date for the Open House shall be set by the Sait's senior executive, at a time appropriate to accommodate Sait's public.

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- b) The format of the Open House shall be determined by a committee representing all institute areas and chaired by the manager of Communications and Marketing or designate.
- 2. Communications and Marketing shall provide consulting services with regard to all displays and exhibitions, on or off campus, which are intended to promote awareness of SAIT as a whole.
- 3. Program, product, service or function specific displays or exhibitions shall be managed by the school/department concerned, in consultation with Communications and Marketing.

POLICY/PROCEDURE REFERENCE

ER.2.1 Institutional Marketing policy

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PROCEEDEDURE