



# **Marketing, Advertising, and Promotional Materials**

## **1. PURPOSE**

This policy establishes the position of Northern Pennsylvania Regional College (“NPRC” or the “College”) regarding marketing, advertising, and promotional materials.

## **2. SCOPE AND APPLICABILITY**

This policy applies to all College employees, faculty, instructional locations, instructional sites and contractors.

## **3. REFERENCES**

3.1 INDX-1110-01: Master Policy Index

3.2 CLDR-1110: Policy Review Schedule

3.3 INDX-1110-02: Document Naming Key

3.4 PROC-7415-01: Development of Marketing, Advertising, and Promotional Materials

3.5 NPRC-7410: Brand Usage

3.6 NPRC-7405: Model and Photo Release

## **4. DEFINITIONS**

4.1 Marketing, advertising, and promotional materials include all forms of paid or free written, printed (newspaper, magazine, etc.), electronic, direct mail, broadcast (radio and television) or graphic representations utilizing the College’s name, logos, or URLs referring to any program, project, service, or operation of the College.

4.2 An Instructional Location is defined as a domestic or international physical facility or location that is geographically separate from the main campus and within the same ownership structure of the institution, at which the institution will offer at least 50 percent of an educational program that is credit-bearing and/or Title IV eligible. An additional location may be a classroom building, clinic, hospital, hotel, office building, shopping center, high school, church, or any other appropriate type of facility where instruction can take place as long as the 50 percent applies.

4.3 An Instructional Site is defined as any off-campus site, other than those meeting the definition of a main campus, branch campus, or additional location, at which the institution offers one or more credit-bearing or Title IV eligible courses, including

dual enrollment courses at high schools. Sites offering less than 50 percent of an educational program are not defined in Federal regulation.

4.4 An Employee shall mean any individual who serves the College in a full-time or part-time capacity as an administrator, staff or faculty.

4.5 Faculty shall mean those individuals whose primary responsibility as employees of the College is the delivery of courses of instruction and shall include Full-time Faculty – those individuals employed on a year-to-year basis who are assigned a full-time workload per institutional guidelines – and Part-time Faculty -- those individuals employed contractually for a specific academic term.

4.6 Contractor is anyone who has a contract with the College or one of its entities.

## **5. POLICY**

5.1 The Office of Marketing and Public Relations must coordinate, but is not limited to coordinating, the following:

- 5.1.1 All College marketing, advertising, or promotional materials should be coordinated with the Department of Marketing and Public Relations in accordance with PROC-7415-01: Development of Marketing, Advertising, and Promotional Materials.
- 5.1.2 Requested or proposed use of the College name or logo in advertising by outside companies should be coordinated with the Department of Marketing and Public Relations.
- 5.1.3 Promotional items (pens, clothing, giveaways, etc.) imprinted with the College's name and/or logo must be approved by the Department of Marketing and Public Relations and meet standards in alignment with NPRC-7410: Brand Usage.
- 5.1.4 Promotional items intended for resale should be produced and placed for sale by a vendor approved by the College.

5.2 All marketing, advertising, and promotional materials must be developed in compliance with the appropriate documentation outlined in NPRC-7405: Model and Photo Release.

5.3 Marketing, advertising, or promotional materials requested that are in direct conflict with approved College policies will be denied citing appropriate institutional policies and standards.

## **6. RESPONSIBILITIES AND TIMELINES**

6.1 The Department of Marketing and Public Relations is responsible for enforcement and oversight of this policy and related procedures.

6.2 The Department of Marketing and Public Relations is responsible for ensuring consistent design, communication, and copy standards are met.

## 7. REVIEW STATEMENT

Review of this policy will occur in alignment with CLDR-1110: Policy Review Schedule.

## 8. SIGNATURES

*Signature on file*

\_\_\_\_\_  
Chairperson, Board of Trustees

*Signature on file*

\_\_\_\_\_  
Date

\_\_\_\_\_  
President

\_\_\_\_\_  
Date

Revision Notes: Policy in Origination