

TYPE: Administrative
TITLE: Marketing and Advertising
NO.: ADMIN-262
RESPONSIBILITY: Chief Administrative Officer and Associate Vice-President,
Communications and Marketing
APPROVED BY: Durham College Leadership Team
EFFECTIVE DATE: November 2021
REVISED DATE(S):
REVIEW DATE: November 2024

1. Introduction

[Marketing](#) and [advertising](#) Durham College (DC) and its programs and services is essential in attracting and influencing target audiences, including prospective [students](#), parents, 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) collaborates with DC [employees](#) to ensure accuracy and consistent messaging in all mediums used for marketing and advertising.
- 4.2. Marketing and advertising communications are guided by DC's mission, vision, values and brand. C+M follows the College [brand guidelines](#) to maintain quality and consistency in 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 C+M using the Communications + Marketing 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 and/or a client meeting takes place, a project team will be assigned 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 appropriate C+M team member(s) and where applicable, placed for publication in print, broadcast, social media or online.

6. Roles and responsibilities

- 6.1. In consultation with College leadership, departments and/or academic schools, C+M develops and executes marketing and/or advertising plans intended to promote College programs, services and activities.
- 6.2. The Associate Vice-President, Communications and Marketing is responsible for overseeing the strategic development and execution of all DC marketing and advertising.
- 6.3. The Associate Vice-President, Communications and Marketing is responsible for ensuring DC's brand standards are consistently followed in all written, broadcast, digital and visual materials.
- 6.4. The Director, Marketing and Student Recruitment, is responsible for the development and implementation of the marketing and advertising plans that are outlined in the annual marketing strategy.
- 6.5. The Manager, 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

Identify the possible consequences of non-compliance with this policy and procedure and any timelines associated with compliance. These implications could include financial, reputational and human rights challenges, or potential legal or other sanctions against the college.

9. Related forms, legislation or external resources

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