

TYPE:	Administrative
TITLE:	Marketing and Advertising
NO.:	ADMIN-262
RESPONSIBILITY:	Associate Vice President, Communications and Marketing
APPROVED BY:	Durham College Leadership Team
EFFECTIVE DATE:	November 2024

1. Introduction

Effective marketing and advertising are essential for promoting Durham College's (DC) mission, programs and services to our target audiences. This policy establishes clear guidelines to ensure that all marketing and advertising activities align with DC's brand identity and support DC's strategic objectives.

This policy applies to all forms of marketing and advertising, including digital, print, broadcast, social media, and partnership activities conducted by or on behalf of DC. It ensures that our messaging is consistent, transparent, and respectful of our audience's rights while helping us achieve our broader organizational goals.

2. Purpose

This [policy](#) and [procedure](#) provides a framework for developing, approving, and disseminating marketing and advertising materials.

By establishing clear procedures, this policy aims to streamline the marketing process, promote consistency in messaging, and mitigate potential legal or reputational risks.

3. Definitions

Refer to [Durham College's Standard Definitions](#).

4. Policy statements

The Communications + Marketing (C+M) team is committed to producing marketing and advertising content that is ethical, transparent, and aligned with DC's mission and values. All marketing and advertising efforts must:

- Be truthful, non-deceptive, and fully compliant with [Canada's Anti-Spam Legislation](#) (CASL) and advertising regulations.
- Accurately represent our programs, services, and partnerships.

- Adhere to DC's established [brand guidelines](#) to ensure consistency in messaging and visual identity.
- Respect the privacy and rights of our audience, avoiding any form of misleading or inappropriate content.
- Be reviewed and approved through the established internal procedures to ensure alignment with strategic goals and CASL compliance.

5. Procedure

5.1. Requests for marketing and advertising materials:

- 5.1.1. Requests are to be made to C+M using the Communications + Marketing project request [form](#).
- 5.1.2. Depending on the request, a client meeting with C+M may be arranged to discuss the project's scope, including identifying the objective, target audience, and desired outcomes of the marketing or advertising campaign, as well as who will liaise with the vendor for asset submission, aligning the initiative with DC's broader strategic goals and ensuring compliance with the core brand values and messaging.
- 5.1.3. Once the request is reviewed and/or a client meeting occurs, a project team will be assigned to liaise with the client.

5.2. Asset development

- 5.2.1. Asset design will be completed by the appropriate C+M team members ensuring consistency with DC's [brand guidelines](#) (logo usage, tone, colors, etc.).
- 5.2.2. Content creation, if applicable, will be completed by the appropriate C+M team members.

5.3. Reviews/Approvals

- 5.3.1. Marketing/advertising assets are reviewed by the appropriate C+M team member(s) to ensure they align with the intended audience and will provide the desired outcome.
- 5.3.2. The drafted marketing/advertising assets are then shared with the client for final review, input and approval.

5.4. Distribution and Implementation

- 5.4.1. Once the marketing/advertising assets are finalized, they will be placed for publication in print, broadcast, social media or online by the appropriate member of the C&M team or where applicable, by the client who is coordinating with the vendor.

5.5. C+M team member responsibility

- 5.5.1 The Associate Vice President, Communications and Marketing is responsible for overseeing the strategic development and execution of all DC marketing and advertising activities, ensuring that DC's brand standards are consistently followed across all written, broadcast, digital, and visual marketing and advertising assets.
- 5.5.2 The Director, Marketing and Student Recruitment, is responsible for the development and implementation of DC's marketing and advertising plans.

6 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 Multi-Year Accessibility Plan.

7 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.

8 Related forms, legislation or external resources

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