

Advertising Policy QUSIT

Definition

Advertising is any advertisement, signage, label, logo, imprint, sales promotion activity or device, public relations material or events or other activity or communication that has the intent of promoting and communication that is directed towards dissemination of information to the prospect students of optimum talent to be enrolled to impart quality education and opportunities of self-development on the platform of the university.

Scope

This encompasses all written, printed, electronic, or graphic representations utilizing the University's name, logos, trademarks, service marks, or URLs referring to any program, project, service, or operation of the University. For avoidance of doubt, marketing materials also include any letterhead or print publication, as well as internet sites or postings, including social media sites that publicize the University in any way.

Procedure

To carry out the objective the following procedure would be adopted:

- The proposal of the promotional campaign is suggested by the coordinators concerned at least two months prior to admission announcement in different disciplines. The proposal must have the media priority and geographical focus with proper justifications and cost mentioned for each segment with breakup of total cost in each category. The total budget must be rationale with the expected number of enrollment in the university.
- The proposal is sent to Pro Vice Chancellor for his review and recommendations for further process, He/She evaluates and discusses the plan with the coordinator concerned, advises changes or adjustments if any ,otherwise he/she sends the proposal with her/his recommendations to the President of the university for his final approval.

- The President approves the proposal and sends it back to the office of the Pro Vice Chancellor and the plan is executed.
- Prior to execution quotations are invited by the Finance Manager for different tasks, mentioning the protocols with deadline. Quotations received are opened in front of the Purchase Committee and the lowest bid is approved for execution.
- The campaign would be supervised and monitored by the coordinators concerned for contractual days of display, quality of the material and sights, location approved.