




The Catholic University of Eastern Africa

TITLE	AUTHOR
PROCEDURE FOR ADVERTISEMENTS (CUEA/DVC ADM/CCD/05)	Corporate Communications Manager
	NO. OF APPENDICES:
	NONE
AUTHORIZATION This Standard Operating Procedure is issued under the authority of:	
TITLE	DEPUTY VICE-CHANCELLOR – ADMINISTRATION
SIGNATURE	
DATE	27th April 2015
ISSUE DATE	27th April 2015
STAMP CONTROLLED / UNCONTROLLED	CONTROLLED
NOTE: <ol style="list-style-type: none"> Write amendments on the page provided (Clause 0.2) Controlled copies of this document will be in the CCD and the DVC-ADM's office 	

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0. CONTENTS AND RECORD OF CHANGES

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0.2 Record of Changes

No.	Date	Details of Changes		Authorization
	(dd-mm-yy)	Page	Clause/subclause	Title
1.	24-04-2015	3	6.1, Correct 'Division' 6.2, include 'CCD or the' 6.4 & 6.5, review clauses	CCD
2.	24-04-2015	4	6.6, include 'approved' 6.7, change 'ad' to 'advertisement' 6.8 & 6.9, delete the clauses	CCD

0.3 Distribution / Circulation

This Standard Operating procedure is available at relevant functions for authorized users


1.0 PURPOSE

The purpose of this procedure is to ensure management of the university advertisements.

3.0 REFERENCES

- 3.1 University procedures and policies
- 3.2 ISO 9001:2008 Quality Management Systems Requirements

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4.0 DEFINITION OF TERMS

Advertisement: The activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media.


5.0 PRINCIPAL RESPONSIBILITIES

The principle responsibility for placing advertisements lies with DVC -Academics, Registrar, Faculty Deans, Directors and Corporate Communications Manager for Academics issues while administrative issues normally DVC Administration is the lead office.

6.0 METHOD

- 6.1 This involves administrative functions e.g. employment, announcement, procurement tenders.- CUEA Programmes advertisements fall under the Academic Division.
- 6.2 The CCD or the lead department presents the request to DVC Administration (Administration Division) and/or to the DVC Academics (Academic Division) for approval.
- 6.3 The CCM consults the Budget Officer to confirm that the cost of the item presented falls within the budget. If it does the CCM recommends for the item approval.
- 6.4 Once it is approved, the CCD commences with facilitating the art work development. If a lead department other than the CCD places the advertisement placement request, this lead department presents an approved hard copy or soft copy to the Corporate Communications Office.
- 6.5 The advertisement artwork is approved in a hard or softcopy by the DVC Academics or DVC Administration with respect to what functions the advertisement falls under.
- 6.6 Once approval is given, the CCM communicates the approval of the advertisement to the media company / or contracted agency and forwards the approved advertisement for artwork development respectively, (the developed artwork is to be approved by the head of function before placement).

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6.7 If a contracted agency is used, the contracted agency forwards the approved artwork to the agreed media house for placement.

6.8 The CCM follows to ensure that the advertisement is placed.

7.0 APPENDICES

None

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