




The Catholic University of Eastern Africa

TITLE	AUTHOR
PROCEDURE FOR PUBLICITY (CUEA/DVC ADM/CCD/01)	CORPORATE COMMUNICATIONS MANAGER
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	Standard Operating Procedure	CUEA/DVC-ADM/CCD/01
Title	PROCEDURE FOR PUBLICITY	Page 2 of 3

0. CONTENTS AND RECORD OF CHANGES

0.1 Table of Contents

1.0 PURPOSE 2
2.0 SCOPE 2
3.0 TERMS AND DEFINITION 2
4.0 REFERENCES 3
5.0 PRINCIPAL RESPONSIBILITIES 3
6.0 METHOD 3

0.2 Record of Changes

No.	Date	Details of Changes		Authorization
	<i>(dd-mm-yy)</i>	<i>Page</i>	<i>Clause/subclause</i>	<i>Title</i>

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 CUEA’s image is enhanced.


2.0 SCOPE

This procedure describes the process of daily enhancement of the image of CUEA.

3.0 TERMS AND DEFINITION

3.1 Public Relations (PR) is a field concerned with maintaining a public image for businesses, non-profit organizations or high-profile people, such as celebrities and politicians. The main goal of a public relations department is to enhance a company’s reputation. Public relations provide a service for the company by helping to give the public and the media a better understanding of how the company/institution works.

Revision	01		Date	30 July 2014
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	Standard Operating Procedure	CUEA/DVC-ADM/CCD/01
Title	PROCEDURE FOR PUBLICITY	Page 3 of 3

4.0 REFERENCES

- 4.1 Students Handbook
- 4.2 Catholic Identity Document
- 4.3 ISO 9001:2008 Standard
- 4.4 CUEA Quality Management Manual

5.0 PRINCIPAL RESPONSIBILITIES

The principle responsibility for this procedure lies with the Corporate Communications Manager (CCM) or the delegated staff.

6.0 METHOD

- 6.1 The CCM receives information on University events from various Departments.
- 6.2 The CCM, Public Relations Assistant and the Marketing Assistant meet to discuss the events according to the scheduled dates.
- 6.3 The CCM prioritizes the university events according to the scheduled dates and decides the action to be taken.
- 6.4 The CCM selects among its members who will carry out different tasks according to the professional qualification that match the event.
- 6.5 The CCD staff member tasked with a particular function starts preparing the facilities required to carry out the task.
- 6.7 The CCD staff then executes the task assigned to him / her on the material day of the event.
- 6.9 The CCD staff meets at the end of the event for evaluation of the event.

7.0 APPENDICES

Revision	01		Date	30 July 2014
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