

The Catholic University of Eastern Africa

TITLE	AUTHOR
PROCEDURE FOR MARKETING ACTIVATIONS (CUEA/DVC ACA/CIR/05)	HEAD, COMMUNICATIONS AND INTERNATIONAL RELATIONS
	NO. OF APPENDICES:
	THREE (3) 7.1 – 7.3
AUTHORIZATION This Standard Operating Procedure is issued under the authority of:	
TITLE	DEPUTY VICE-CHANCELLOR, ACADEMIC ACADEMICS
SIGNATURE	
DATE	4 December 2018
ISSUE DATE	4 December 2018
STAMP CONTROLLED / UNCONTROLLED	CONTROLLED
NOTE: 1. Write amendments on the page provided (Clause 0.2) 2. Controlled copies of this document will be in the Deputy Vice Chancellor's Office and the Head, Communications and International Relations	

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Standard Operating Procedure

**CUEA/DVC ACA/
CIR/05**

Title

PROCEDURE FOR MARKETING ACTIVATIONS

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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
	04/12/18	<i>ALL</i> <i>As per the requirements of the new standard</i>	<i>Head CIR</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 effectively create awareness to the public about the University programmes towards student recruitment

2.0 SCOPE

This procedure shall guide all marketing activations including exhibitions, church activations, open days and career fairs in schools and at CUEA

3.0 REFERENCES

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3.1 CUEA Quality Management Manual

4.0 DEFINITION OF TERMS

Marketing activation: The art and process of driving consumer action through interaction and experiences.

5.0 PRINCIPAL RESPONSIBILITIES

The Head, Communications & International Relations (Head, CIR) has the overall responsibility to ensure that the procedure remains adequate for its intended purpose and is effectively applied.

6.0 METHOD

6.1 The Head, Communications & International Relations (Head, CIR) shall discuss with Registrar and include various forms of marketing activations in the budget annually

6.2 The Head, CIR in liaison with Student Recruitment Officer shall prepare a schedule of marketing activations for a specific intake and submit to the DVC Academics and DVC Administration for input and approval


6.2.1 The approved budget will go to Head of Finance for payment preparations

6.2.2 The HEAD, CIR, Student Recruitment Officer and the recruitment team will prepare and run the activation logistics allocating resources for each activation including – bookings, people (staff, students, alumni), marketing collateral, Lead forms etc.

6.3 Upon participation, the CIR will compile the Leads generated in the activation and share with Student Recruitment Officer for follow up.

6.4 The Head of CIR will compile a report of all activations done in a particular month

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and share with management.

7.0 APENDICES

7.1 CONTEXT


7.1.1 External / Internal Factors

(a)	External Factors	Identified Risk / Opportunity
(i)	Competition from other similar institutions	Uniqueness of CUEA programmes
(i)	Dented University's image	Reduced prospects
(b)	Internal Factors	Identified Risk / Opportunity
(ii)	Low staff morale	Lack of participants
(iii)	Lack of finances	Delayed/lack of approvals

7.1.2 Relevant Interested Parties

	Party	Needs and Expectations
(i)	Potential Applicants	Career guidance, information and assistance
(ii)	Staff	Product knowledge and Support
(iii)	Schools	Career guidance, information and assistance
	Organizers for exhibitions	Payments and cooperation


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7.2 RISK ANALYSIS AND CONTROL

No	Risk	Cause	Risk Assessment			Risk Level	Control / Treatment
			Likelihood	Impact	Likelihood / Impact		
1.	Dented image	Negative publicity	3	3	9	High	More positive publicity
2.	Limited resources	Few student numbers	2	2	4	Medium	More creative activations
3.	Inadequate dedicated capacity for student recruitment	Lack of adequate brand promotion					leverage on available resources
			3	3	9	High	Allocate dedicated resources

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7.3 REQUIRED ORGANIZATIONAL KNOWLEDGE

- (a) Good understanding of institutional knowledge
- (b) Excellent product knowledge

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