

The Catholic University of Eastern Africa

IIILE		AUTHOR
PROCEDURE FOR MARKETING ACTIVATIONS	j	HEAD, COMMUNICATIONS AND INTERNATIONAL RELATIONS
(CUEA/DVC ACA/CIR/05)		NO. OF APPENDICES:
		THREE (3)
		7.1 – 7.3
AUTHORIZATION		
This Standard Operating Procedure is issued un	nder the a	authority of:
TITLE	DEF	PUTY VICE-CHANCELLOR, ACADEMIC
		ACADEMICS
SIGNATURE		on
DATE		4 December 2018
ISSUEDATE		4 December 2018
STAMP CONTROLLED / UNCONTROLLED	CON	ITROLLED
NOTE:		

Revision 02 Date 4 Dec 2018

2. Controlled copies of this document will be in the Deputy Vice Chancellor's Office and the Head,

1. Write amendments on the page provided (Clause 0.2)

Communications and International Relations



Standard Operating Procedure

CUEA/DVC ACA/ CIR/05

PROCEDURE FOR MARKETING ACTIVATIONS

Page 2 of 6

0. CONTENTS AND RECORD OF CHANGES

0.1	Table of Contents	
0.	Contents and Record Of Changes	2
1.0	Purpose	
2.0	Scope	2
3.0	References	2
4.0	Definition of Terms	3
5.0	Principal Responsibilities	3
6.0	Method	3
7.0	Apendices	4
7.1	Context	4
7.1.1	External / Internal Factors	4
7.1.2	Relevant Interested Parties	4
7.2	Risk Analysis and Control	5
7.3	Required Organizational Knowledge	6

0.2 Record of Changes

No.	Date	Details	of Changes	Authorization
	04/12/18	ALL	As per the requirements of the new standard	Head CIR

0.3 Distribution / Circulation

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

1.0 PURPOSE

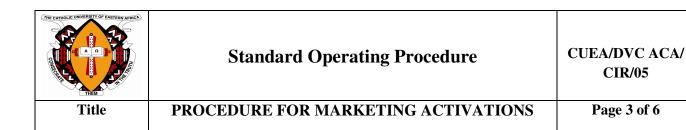
The purpose of this procedure is to effectively create awareness to the public about the University programmes towards student recruitment

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

Revision	03	Date	4 Dec 2018



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

Revision	03	Date	4 Dec 2018



Standard Operating Procedure

CUEA/DVC ACA/ CIR/05

PROCEDURE FOR MARKETING ACTIVATIONS

Page 4 of 6

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

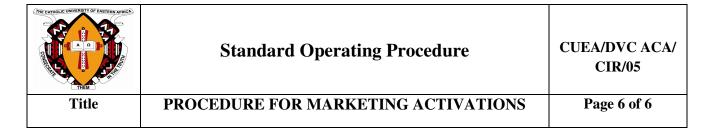
Revision	03	Date	4 Dec 2018

THE CATHOLIC UNIVERSITY OF EASTERN AFRICA	Standard Operating Procedure	CUEA/DVC ACA/ CIR/05
Title	PROCEDURE FOR MARKETING ACTIVATIONS	Page 5 of 6

7.2 RISK ANALYSIS AND CONTROL

No	Risk	Cause	Ri	Risk Assessment			Control / Treatment
			Likelihood	Impact	Likelihood /	Level	
					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	Lack of adequate brand promotion					leverage on available
	student recruitment						resources
			3	3	9	High	Allocate dedicated resources

Revision	03	Date	4 Dec 2018



7.3 REQUIRED ORGANIZATIONAL KNOWLEDGE

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

Revision	03	Date	4 Dec 2018