61.99.99.C0.05 Marketing and External Communications

Revised: September 11, 2023
Next Scheduled Review: September 11, 2028
Revision History

Procedure Summary

The Marketing and Communications department (MARCOM) at Texas A&M University-Corpus Christi (TAMU-CC) is responsible for coordinating a consistent brand identity and managing the university's overall marketing and communications. MARCOM provides strategic marketing and communications services in support of the university's mission and strategic priorities. All standards outlined in this procedure shall be applied to protect the university's reputation and brand.

Procedure

1. RESPONSIBILITIES

    1.1. All units shall engage MARCOM in strategic planning, content development, design, and distribution related to external communications.

    1.2. Units failing to comply with the specified requirements shall be required to promptly bring communications into compliance at the unit's expense. Noncompliant communications shall be suspended immediately.

2. DESIGN AND STYLE GUIDELINES

    2.1. Design and style guidelines may be found in the TAMU-CC Brand and Style Guide (see Appendix), and all external communications and marketing materials must adhere to these guidelines.

    2.2. Desktop publishing of external communications is permitted. The design of materials must be reviewed by MARCOM to ensure quality and consistency.

3. ADVERTISING

    3.1. Advertising content and design shall be coordinated through MARCOM to ensure the design, tone, and manner of the advertisement are consistent with the current advertising strategy for the university.

3.2. Advertising purchases shall be coordinated through MARCOM to ensure purchasing efficiencies and to avoid confusion with other advertising for individual units or the university at large.

4. THIRD-PARTY VENDORS

4.1. The use of third-party vendors for design, advertising, video and/or audio production, and other communication services is allowed; however, MARCOM must be involved in the process of hiring third-party vendors and approving materials for brand consistency.

4.2. All projects produced through third-party vendors are subject to the requirements of this procedure and shall be coordinated through MARCOM.

4.3. Third-party vendor selection is also subject to university procedure *25.07.03.C0.01, Purchasing Administration*.

5. STAFFING

5.1. All units must consult with the Senior Vice President for Institutional Advancement before posting any position with responsibilities related to public relations, marketing, and/or communications.

Related Statutes, Policies, or Requirements

University Procedure *25.07.03.C0.01, Purchasing Administration*
University Procedure *61.99.99.C0.02, Web Presence*
University Procedure *61.99.99.C0.04, Social Media Guidelines*

This procedure supersedes:

- *61.99.99.C3.01, Marketing and External Communications*

Appendix

TAMU-CC Brand and Style Guide

Contact Office

Contact for clarification and Interpretation: Senior Vice President for Institutional

Advancement
361.825.3320