

# 61.99.99.C0.05 Marketing and External Communications



Revised: March 18, 2019  
Next Scheduled Review: March 18, 2024  
[Revision History](#)

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## Procedure Summary

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

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## Procedure

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### 1. RESPONSIBILITIES

- 1.1. All units shall engage MARCOM in the 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 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 at <http://designguide.tamucc.edu>, and all external communications must adhere to these guidelines.
- 2.2. Desktop publishing of external communications is not permitted. 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. OUTSIDE VENDORS

- 4.1. The use of outside 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 outside vendors and approve materials for brand consistency.
- 4.2. All projects produced through outside vendors are subject to these requirements and shall be coordinated through MARCOM.
- 4.3. Vendor selection is also subject to university procedure *25.07.03.C0.01, Purchasing Administration*.

#### 5. STAFFING

- 5.1. Before posting any position in their unit with responsibility for public relations, marketing, or communications, the department must consult the Vice President for Marketing and Communications.

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### **Related Statutes, Policies or Requirements**

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University Procedure [25.07.03.C0.01, Purchasing Administration](#)

This procedure supersedes:

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

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### **Contact Office**

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Contact for clarification and interpretation: Vice President for Marketing and Communications  
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