



# MARKETING POLICY AND PROCEDURES



## 1. Purpose

The purpose of this policy is to establish parameters and guidelines that safeguard the University of Seychelles and its partner Institutions' values, image, assets and interests while increasing the opportunities for revenue generation through marketing (advertising, promotion). This policy also outlines the criteria for marketing UniSey materials and submitting requests to the Marketing Department.

## 2. Definition

Marketing materials refer to all UniSey materials that are printed or published electronically including brochures, newsletters, annual reports, recruitment materials, posters, invitations, calendars, postcards and promotional give-away items (i.e. mugs, pens, t-shirts), website and e-newsletter.

## 3. Procedures

### 3.1. Branding Guidelines

#### 3.1.1. Designs

All marketing and promotional materials aimed at either a local or international target audience/group will be required to use the approved branding guidelines (*See Appendix 1*).

##### Design Header

- Background image with a swirl at the bottom of the image.
- A circle at the top left corner of the page.
- UniSey logo inside the circle.
- Study at the University of Seychelles (RGB: 0, 161, 207) in the circle border.
- Below the circle on top of the swirl is the text: University of Seychelles (RGB: 131, 0, 34) Knowledge hub of the Indian Ocean (RGB: 8, 82, 150)

##### Design Body

- Dark turquoise background (RGB: 2, 164, 183)
- Light turquoise background (RGB: 94, 200, 213)

##### Design Footer

- Blue background (RGB: 8, 82, 150)
- Text will be white.

##### Design Content

The university as one institution should take prominence in any marketing and promotional materials produced. Where appropriate Faculties will be mentioned without being the central focus.

#### 3.1.2. Certificates

The University certificates for Certificate, Diploma, Degree and other courses must have the same format.

#### Layout

- White background
- Black text
- Logo at the top
- Content centred
- Two signatures only

### **3.2. Marketing Materials**

- Faculty/Department must submit their calendar of activities and products to be marketed to the Director of Marketing at the beginning of each academic year.
- All marketing materials must be submitted to the Director of Marketing either in electronic or hard copy not less than two weeks prior to the due date that the material is to be marketed.
- Faculty/Department submitting material to the Director of Marketing must ensure that:
  - Material is accurate, ethical and approved by the respective Deans/Heads of Programmes.
  - Written permission has been obtained prior to using any marketing material which refers to any person or organisation.

### **3.3. Business Cards**

- The Marketing Department must make available an approved business card template (*see Appendix 2*) to indicate all required business card details that Faculty/Department must submit to the Director of Marketing.
- Both sides of the business card will be used to display content:
  - Front  
Title, name, surname, designation, qualifications (academic staff only), address, telephone, mobile, fax, email, website.
  - Back  
Header similar to branding guidelines, name of faculties and campuses.
- All business cards must use the appropriate branding guideline and approved business card template. Both sides of the business card will be used to display content.
- Heads of Faculties/Departments must submit a list of accurate staff details to the Director of Marketing using the appropriate branding design and business card template.
- All business card requests must be submitted to the Director of Marketing not less than two weeks prior to the due date that the business cards are required.

### **3.4. Notice Boards**

- All marketing materials must be submitted to the Director of Marketing prior to affixing on the notice boards. This will ensure that appropriate branding guideline is used for all marketing materials. The respective Faculty/Department must ensure that the marketing materials are removed from the notice boards after the advertising deadline.

#### **4. The Marketing Department must ensure that:**

- Content and costs are discussed with appropriate Faculty/Department.
- Timeframes to market materials are set with the appropriate user.
- Content must be thoroughly proofread, accurately reflect the objectives of UniSey and its partner Institutions where applicable.
- Any marketing materials related to the University of London (UoL) programmes must be submitted for approval to UoL marketing representative and must strictly follow the UoL Code for Advertising and Promotional Materials (see attached).
- Any information or messages must make no reference to political, religious, discriminatory, favoritism or partiality to any organisations, institutions or individuals.
- Messages and information must be consistent with UniSey's approved branding, templates, signatories, logos, postings and any other materials relating to marketing, advertising and promotions.
- Once the material has been prepared by the Marketing Department, it must be submitted to the Marketing and Advertising Approval Committee (MAAC) for approval.
- All outgoing advertising and promotional materials must be logged in the Project Folder on the UniSey server.
- Respective Faculty/Department should be notified of opening and closing marketing material dates including the person making the request.
- The Project Folder is updated with relevant information on the marketing material:
  - a) Name
  - b) Timeframe
  - c) Media name/material
  - d) Opening and closing date
  - e) Status: Active, Closed, In Progress, Pending or Cancelled
  - f) Cost
- The Project Log must be updated regularly and follow-ups, tracking of materials must be reported to the Director of Marketing
- Copies of all invoices for marketing materials must be saved in electronic and hard copies. A folder for invoices specific to each type of media (Print, TV, Press, or Web) is saved on the server and marketing folder.
- Marketing invoices are verified and approved by the Director of Marketing and forwarded to the Finance Department with a copy of the marketed materials for payment.
- All advertising/promotional materials are monitored for response time, and numbers or rates of calls or enquiries from the public.

- Statistics of Course/Programme intakes are stored in a database to monitor progress.
- Statistics will be used for reporting to the Director of Marketing and Executive

**5. The MAAC is made up of the following members:**

- The Chairperson - Vice-Chancellor
- Director of Marketing
- Public Relations and Communications Coordinator

**6. Administration**

- This policy will be:
  - Administered by the Director of Marketing
  - Reviewed when necessary to meet the requirements of UniSey's marketing strategies and changes in organisational structure.

## Appendix 1: Branding Guidelines



### University of Seychelles, Knowledge hub of the Indian Ocean

The University of Seychelles offers a range of programmes from certificate, diploma, undergraduate to postgraduate level.

#### **PROGRAMME AREAS:**

**ACCOUNTING**

**BANKING**

**BUSINESS ADMINISTRATION**

**COMPUTING AND INFORMATION SYSTEMS**

**ECONOMICS**

**EDUCATION**

**ENVIRONMENT**

**FINANCE**

**LANGUAGES**

**LAW**

**PUBLIC ADMINISTRATION**



The University of Seychelles also offers customised in-house training, workshops and computer based exams.

#### **THE PROGRAMMES ARE AVAILABLE AT THE FOLLOWING FACULTIES:**

**BUSINESS AND LAW**

**SCIENCE AND HUMANITIES**

**THE GUY MOREL INSTITUTE**

For more information contact:

Telephone: +248 4381222

Visit our website: [www.unisey.ac.sc](http://www.unisey.ac.sc)

Email: [marketing@unisey.ac.sc](mailto:marketing@unisey.ac.sc) or [international@unisey.ac.sc](mailto:international@unisey.ac.sc)

Like us on: [www.facebook.com/unisey](https://www.facebook.com/unisey)

## Appendix 2: Business Card Templates



# UNIVERSITY OF SEYCHELLES

**Prof. Dennis Hardy** *Phd FRSA*  
Vice-Chancellor

University of Seychelles  
P.O Box 1348, Anse Royale

Tel: +248 4381204  
Mobile: +248 2813533  
Fax: +248 4371695  
Email: [Dennis.Hardy@unisey.ac.sc](mailto:Dennis.Hardy@unisey.ac.sc)  
Web: [www.unisey.ac.sc](http://www.unisey.ac.sc)  
[www.facebook.com/unisey](https://www.facebook.com/unisey)