

Advertising and Marketing Policy

Section 1 - Context

- (1) All aspects of University of Newcastle advertising across print, broadcast and online media are managed by Media and Public Relations and are required to reflect The University of Newcastle's [Corporate Identity Guidelines](#).
- (2) Marketing and Public Relations also has responsibility for overseeing marketing and promotional materials in line with the [Corporate Identity Guidelines](#).
- (3) This policy supports the University's [Corporate Identity Policy](#) and should be read in conjunction with that policy and the [Corporate Identity Guidelines](#).

Section 2 - Scope

- (4) This policy applies to the booking and approval of advertising, and the design of production of marketing, publications and promotional materials by Faculties, Divisions and Research Centres.

Section 3 - Advertising

Bookings and Approvals

- (5) Marketing and Public Relations makes all bookings for advertising media, other than those listed below in clauses 6 and 7. Advertising undertaken on behalf of the University will faithfully reflect the corporate identity of the University set out in the University's [Corporate Identity Policy](#) and [Guidelines](#).
- (6) Human Resource Services books and coordinates all staff recruitment advertising using templates approved by the Director, Marketing and Public Relations.
- (7) The International Office, International Foundation and ELICOS (English Language Intensive Courses for Overseas Students), may book and coordinate advertising in the international media, using templates approved by the Director, Marketing and Public Relations.
- (8) Use of the University logo in advertisements not paid for by the University of Newcastle must be approved by the Director, Marketing and Public Relations or a member of the Senior Executive

External Agencies

- (9) The University appoints external advertising agencies to provide professional advice and creative services for corporate branding campaigns and other key projects.
- (10) All agency briefs are managed through Marketing and Public Relations. No other area of the University may engage any advertising agency without the prior written approval of the Director, Marketing and Public Relations.

Section 4 - Marketing, Publications and Promotional Materials

(11) University of Newcastle marketing, publications and promotional materials must faithfully reflect the University's corporate identity set out in the [Corporate Identity Policy](#) and [Guidelines](#).

(12) University marketing, publications and promotional materials must reflect approved templates and style sheets developed by Marketing and Public Relations.

(13) All marketing, publications and promotional initiatives must be approved by the relevant Deputy Vice-Chancellor, Pro Vice-Chancellor, or Director.

(14) The Director, Marketing and Public Relations shall provide the final approval of the brand elements on promotional materials signed off by the relevant Deputy Vice-Chancellor, Pro Vice-Chancellor, or Director before publication/production.

(15) The University appoints external design agencies to provide creative services for University marketing and promotion. All design agency briefs are managed by Marketing and Public Relations. No other member or unit of the University may engage a design agency without prior approval of the Director, Marketing and Public Relations.

Status and Details

Status	Historic
Effective Date	11th February 2013
Review Date	31st December 2019
Approval Authority	Vice-Chancellor
Approval Date	22nd June 2009
Expiry Date	21st September 2022
Responsible Executive	Kent Anderson Deputy Vice-Chancellor Global
Enquiries Contact	Marketing and Communications

Glossary Terms and Definitions

"Staff" - Means a person who was at the relevant time employed by the University and includes professional and academic staff of the University, by contract or ongoing, as well as conjoint staff but does not include visitors to the University.