



# POLICY ON ADVERTISING

Office of Communications, rev. Dec. 19, 2019

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## SCOPE

The purpose of this policy is to protect and advance Mary Baldwin University's reputation by ensuring consistency, accuracy, and quality in all public representations of MBU; to ensure that marketing efforts are coordinated to make best use of financial resources in achieving strategic goals; and to designate approval procedures for all MBU advertising.

## POLICY STATEMENT

Purchase of advertising in any format or medium by any department, college, or program, excluding personnel advertising, must be approved by the Vice President of Integrated Communications or and/or the Associate Vice President of Marketing and Advertising before any university funds are committed.

The content of all advertisements, excluding personnel advertisements, must be approved by the Office of Communications.

## PROCESS

- Requests for advertising approval should be submitted in writing to the VP of Integrated Communications and/or the AVP of Marketing and Advertising.
- In most cases, the creative content will either be produced by Communications or their approved resource.
- Creative content not produced by or through Communications should be submitted electronically to [communicate@marybaldwin.edu](mailto:communicate@marybaldwin.edu). Questions regarding this policy and process should be directed to Communications at 540-887-7009 or [communicate@marybaldwin.edu](mailto:communicate@marybaldwin.edu).

When necessary, MBU works with external agencies to provide professional advice and creative services for advertising campaigns and other key projects. All agency briefs are managed through Communications. No other department, college, or program may engage any creative/advertising/marketing agency or freelancer to produce or manage advertising without prior written approval from the Vice President of Integrated Communications.

## HISTORY/REVISION DATES

This policy will be reviewed annually by Aug. 1 and updated as needed.

Origination Date: June 6, 2016

Reviewed and updated: Aug. 1, 2016, Dec. 19, 2019

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## CONTACT

**Responsible Official:** Aimee Rose, Vice President for Integrated Communications and Chief Strategy Officer

**Responsible Office:** Communications | 540-887-7009 | [communicate@marybaldwin.edu](mailto:communicate@marybaldwin.edu)