	UNIVERSITY OF PASADENA (UPAS) Operational Procedures		
	Doc # :PO-AC-07.1	Title: Advertising Policy	
	Rev # : 07	Approved By: Chief Executive Officer (CEO)	Date : 06 Sep 2021


REVISION HISTORY			
Rev No	Description of change	Author	Effective Date
1	New Procedure	Chief Academic Officer (CAO)	12 Oct 2015
2	No Change	Chief Academic Officer (CAO)	10 Oct 2016
3	No change	Chief Academic Officer (CAO)	09 Oct 2017
4	No change	Chief Academic Officer (CAO)	08 Oct 2018
5	No change	Chief Academic Officer (CAO)	07 Oct 2019
6	Title amendment - Quality and Compliance Officer to Compliance Officer (CO)	Chief Academic Officer (CAO)	07 Sep 2020
7	No change	Chief Academic Officer (CAO)	06 Sep 2021



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1. Purpose

1.1 The advertising policy of UPAS is to provide adequate essential information about

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UPAS to potential students in a clear, timely and accurate manner so that students (local and international) are informed of their choices before enrolment.

1.2 This is pivotal to fair and equitable recruitment and retention of students.

2. Scope

2.1 This policy ensures that promotional materials and representations are recurrent and not more than 4 years old , accurate and comply with the following legislative, statutory and regulatory requirement.

2.2 The policy for Web is intended to provide Web administrators and designers, department heads and other Web content decision-makers with basic principles, supported by examples, of acceptable and unacceptable advertising on UPAS Web sites.


3. Definitions

3.1 Advertisement –communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through various media.

3.2 Advertising - an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.

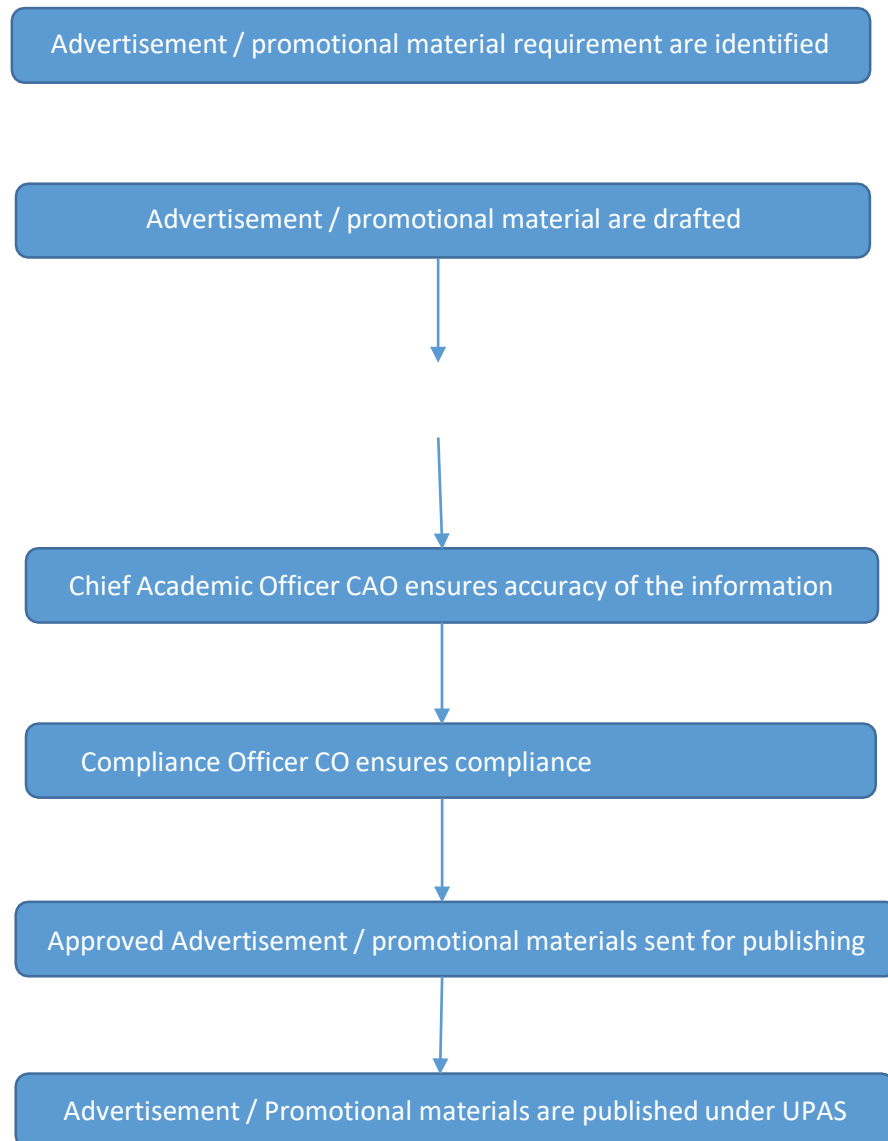
4. Responsibility


4.1 The Chief Academic Officer (CAO) is responsible for the effective implementation of the policy.

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5. Procedure/Process

5.1- Advertising - Flowchart



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5.2- Advertising – procedure

Step 1 – Advertisement / Promotional material requirement are identified by the recruitment team and admissions.

Step 2 - Advertisement / Promotional materials are drafted asper the requirement by the recruitment team.

Step 3 - Relevant coordinator check for accuracy and compliance for their programs in charge and same is sent to the Chief Academic Officer CAO.

Step 4 - Chief Academic Officer CAO ensures and audits the information in the advertisement / promotional material.

Step 5 - Compliance Officer CO ensures compliance of the advertisement / promotional materials that are drafted. CO also ensures promotional literature, catalogs, enrollment agreements, and websites list the institution’s full name and physical address with website home page URL.

Step 6 - Compliance Officer CO send the approved Advertisement / promotional materials for publishing.

Step 7 - Advertisement / Promotional materials are published under University of Pasadena UPAS online portals.

6. Review

The University of Pasadena advertising policy is reviewed every year.