



UNIVERSITY OF PASADENA (UPAS)  
Operational Procedures

Doc # :PO-AC-07.1

Title: Advertising Policy


Rev # : 08

Approved By: Chief  
Executive Officer (CEO)

Date : 15 Sep 2022

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
8	No change	Chief Academic Officer (CAO )	15 Sep 2021

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**1. Purpose**

- 1.1 The advertising policy of UPAS is to provide adequate essential information about 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 current 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 Websites.

**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.

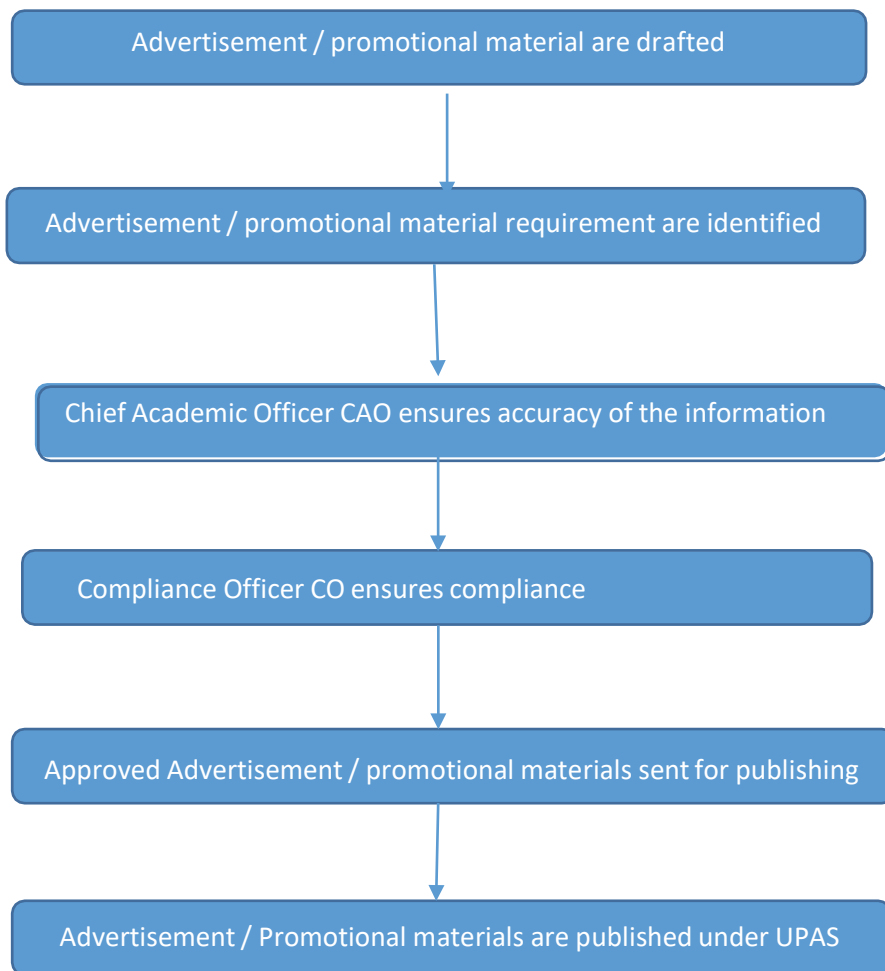
**4. Responsibility**


- 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.