OSU INSTITUTE OF TECHNOLOGY
POLICY & PROCEDURES

7-003
MARKETING & COMMUNICATIONS
October 2016

POLICY

1.01 OSU Institute of Technology (OSUIT) purchases advertising when appropriate to further the mission of the institution.

1.02 Advertising includes but is not limited to all forms of print (newspaper, magazine, etc.), broadcast (radio and television), Web and social media, outdoor, direct mail, movie theatre screens and out of home media.

1.03 Use of the university logotype for any purpose including promotional items (apparel, mugs, pens, etc.) must follow the university’s visual standards style guide and should be manufactured by a vendor approved by Collegiate Licensing Corporation (CLC) on behalf of Oklahoma State University (OSU).

1.04 Advertising expenses will be borne by the operational unit incurring the cost.

PROCEDURES

2.01 Advertising for the purpose of seeking applicants for employment will be coordinated through the Office of Human Resources.

2.02 The OSUIT Office of Marketing & Communications has the sole authority to execute all advertising commitments and contracts and has the responsibility to ensure that consistent university visual and editorial standards are met.

2.03 All advertising agreements will follow standard university purchasing guidelines. As such, all contracts, regardless of amount, require the signature of OSU’s Director of Purchasing.

Revised: August 1996
Revised: March 2008
Revised: July 2009
Revised: December 2013
Revised: October 2016