

STANDARD ADMINISTRATIVE PROCEDURE

61.99.99.M0.01 Marketing & Communications

Approved October 13, 1998

Revised June 10, 2010

Revised March 6, 2019

Next scheduled review: March 6, 2024

Standard Administrative Procedure Statement

The Division of Marketing & Communications will coordinate the overall marketing/branding and communications program for the University, work closely and cooperatively with their counterparts and others in the academic colleges, major units and related entities.

This division:

- prepares and distributes university news and information;
- is the primary/designated point of contact for media inquiries and visits;
- provides strategic direction and counsel for University marketing and branding, to include the text, design and production of advertising, publications, websites and other initiatives;
- supports the Office of the President on presidential communications;
- maintains university-level social media accounts, including content creation, distribution, stakeholder engagement and service;
- arranges special events;
- prepares video presentations and makes available photographic services; and
- has responsibility for the university's trademark licensing program through its Office of Business Development, including the determination of appropriate use of the university's name, abbreviations, symbols, emblems, logos, mascot, slogans, official insignia, uniforms, landmarks, still and moving images or songs and other registered marks.

Official SAP/Responsibilities/Process

1. ACTIVITIES AND RESPONSIBILITIES

- 1.1 Marketing & Communications is the principle media contact for all activities of the University, coordinating, as necessary, with other information sources throughout the institution, including other members of the Texas A&M University System.

- 1.2 Marketing & Communications provides direction and coordination for special events and programs that have the potential for attracting campus-wide or external interest.
- 1.3 Unauthorized use of the University's intellectual property constitutes trademark infringement. The use of the University's registered marks must be coordinated with the Business Development Office within the Division of Marketing and Communications.
- 1.4 Television and motion picture film/video production companies and producers of visual material for advertisements (including still photography) and any other outside organizations must secure approval from Marketing & Communications prior to beginning any taping or filming on campus. Additionally, the products of such operations must be submitted to Marketing & Communications for review and approval before production or distribution. (See [University SAP 09.02.99.M0.02](#))
- 1.5 Marketing & Communications provides strategic direction and counsel for, and coordinates the development of marketing and branding strategies and functions, including the text, design and production of advertising, publications, banners, websites, promotional videos and social media. In addition, Marketing & Communications has primary responsibility for the design, development and maintenance of the University's web templates and top-level pages.

Related Statutes, Policies, or Requirements

Supplements [System Policy 09.02](#)

Contact Office

OFFICE OF RESPONSIBILITY: [Marketing and Communications](#)