



# COLLEGE OF THE NORTH ATLANTIC

## OPERATIONAL POLICY

### TOPIC: MARKETING THE COLLEGE

<b>Policy No.</b>	ICE-704	<b>Division</b>	Industry & Community Engagement
<b>Supersedes</b>	n/a	<b>Board Policy Ref.</b>	n/a
<b>Related Policy &amp; Procedures</b>	ICE-704-PR ICE-705	<b>Effective Date:</b>	November 4, 2016 (R2)

#### 1. PURPOSE AND SCOPE

The purpose of this policy is to define the protocols, procedures and responsibilities governing all activities and initiatives of a marketing nature aimed directly or indirectly at promoting the College, its programs and services.

#### 2. POLICY

It is the policy of the College to maximize its potential through a comprehensive marketing program aimed at local, regional, provincial, national and international clients.

#### 3. PROCEDURE

The Vice-President Industry and Community Engagement shall ensure that procedures are developed and implemented in accordance with this policy.

#### Approval History

Approved by President	September 13, 1999
Revision 1	March 25, 2008
Revision 2	November 4, 2016