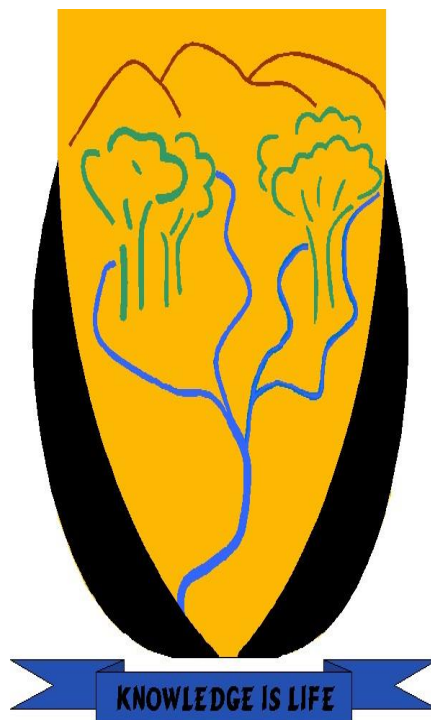


LETABA TVET COLLEGE



MARKETING POLICY

AMENDMENT AND APPROVAL RECORD

Amendment No.	Amendment description	Originator	Approved By	Date

Name of TVETC: Letaba		
Marketing Management Policy		
Department: Finance Responsibility : Accounting Officer		
<p>_____</p> <p>Prepared and submitted by the Accounting Officer to Council</p> <p>Date: _____</p>	<p>_____</p> <p>Adopted by Council (Signed by Chairperson obo Council)</p> <p>Date: _____</p>	<p>Implementation Date:</p>

TABLE OF CONTENTS	PAGE
1. Regulatory Framework	4
2. Purpose	4
3. Vision and Mission	4
4. Marketing Staff	5
5. Aims and objectives	5
6. Methods to use when marketing the College	5
7. Media Relations	6
8. Corporate identity/image	7
9. Advertising	7
10. Events, exhibitions and branding	7
11. Procurement of marketing materials	8
12. Copy right	9
13. Roles	9
14. Control measures in place	9
15. Policy review	10

1. REGULATORY FRAMEWORK

- 1.1. The Constitution of the Republic of South Africa, 1996 (Act 108 of 1996)
- 1.2. Public Service Act, 1994(Act 103 of 1994)
- 1.3. Promotion of Access to Information Act, 2000 (Act 2 of 2000)
- 1.4. Copyright Act, 1978 (Act 98 of 1978)
- 1.5. Government Communication & Information Systems (Guidelines on Communication Systems)
- 1.6. Government Communication & Information Systems (Social Media guidelines and resources)

2. PURPOSE

The purpose of this document is to outline how marketing of the College is going to be done. Under marketing we understand to promote and maintain a positive corporate image and awareness of the College in the market place, i.e. Limpopo and even over the borders of the province.

3. VISION AND MISSION

Vision: To be the best College of choice in Technical and Vocational Education and Training.

Mission: To provide responsive high quality skills development interventions using advanced methods of delivery and providing opportunities for lifelong learning targeting diverse students.

- 3.1. To make the public aware of the accessibility of the College i.e. Tzaneen Campus, Maake Campus and Giyani Campus.
- 3.2. To advertise the College on its good work e.g. results and courses offered.
- 3.3. To broaden the knowledge of the current learners with regards to development at the College e.g. Bursaries, Open days, Functions, TVET rules and regulations, TVET future.

4. MARKETING STAFF

- 4.1. A Marketing Officer is appointed to do marketing at the College. He will be the head of a marketing committee that consists of various members representing the different departments at the College.
- 4.2. The Marketing Officer should play the role of a team leader; he must be able to motivate the group.
- 4.3. Because he will be the spokesperson of the College he should be approachable, create a feeling of trust in other and also motivate people to act on information that he gave to them.

5. AIMS AND OBJECTIVES

- 5.1. Increase learner numbers
- 5.2. Provide information to the public regarding existing courses
- 5.3. To maintain College norms and ethics during recruitment
- 5.4. To inform the public about the National Qualification Framework
- 5.5. To inform parents about Technical Vocational Education and Training
- 5.6. To provide learner support e.g. meeting with under performing learners
- 5.7. To create partnership/working relations with relevant stakeholders and non-government organisations e.g. Principals of Schools, Local Municipality, Public Works, Eskom, , the Business sector as well as all other industries.
- 5.8. Keep and maintain data of the College to be used for marketing.

6. METHODS TO USE WHEN MARKETING THE COLLEGE

- 6.1. Organize and attend road shows
- 6.2. Attend career exhibition and other opportunities to market the College
- 6.3. Advertise and write articles to local news papers
- 6.4. Visit Schools To market College (contact Schools and obtain their calendar to arrange a suitable date for visits)
- 6.5. Built relations with The Circuit Office of the Department of Basic Education
- 6.6. To make presentations at meeting with various stakeholders, e.g. School principals, Local Forums and organizations
- 6.7. Organize visits to the College by high School learners, Principals and relevant stakeholders

- 6.8. Train and inform staff members (administrative and lecturing) about the College in its entity and its marketing strategies. (The role of service in marketing)
- 6.9. Attend development community meetings to talk about the College
- 6.10. Obtain a yearly programme in Limpopo with details on exhibitions
- 6.11. Visit youth leagues
- 6.12. Meetings with councilors in educational desks
- 6.13. Advertise the College during sports events and functions.
- 6.14. Plan and organize an open day at the College and invite all Stakeholders
- 6.15. Arrange with successful Alumni to motivate and share their success stories with learners
- 6.16. Advertise College courses on Notice Boards
- 6.17. Advertise College on all meetings held at the College
- 6.18. Organize advertising Boards at all villages

7. MEDIA RELATIONS

- 7.1. The College shall cultivate proactive relations with the media to promote public awareness and understanding of the programmes and services that the College offers.
- 7.2. The Principal shall be the Chief Spokesperson of the College and be supported in this role by appointed aids that is, DP: Corporate Services and Marketing and Communication Officer as well as senior management of the Communication Officer as well as senior management of the College, who may be conversant on a particular subject matter.
- 7.3. Officials designated to speak on the College's behalf, including technical or subject matters experts must receive directive from the Principal in consultation with the DP: Corporate Services particularly in media relations, to carry out their responsibilities effectively and ensure the requirements of the College and this policy are met.
- 7.4. Designated spokesperson shall at all times respect the Promotion of Access to Information Act, privacy rights, security needs, matters before courts and government policies.
- 7.5. When speaking as a College representative, they must identify themselves by name and position, speak on the record for public attribution, and confine

their remarks to matters of fact concerning the policies, programs, services or initiatives of the College.

8. CORPORATE IDENTITY / IMAGE

- 8.1. The Corporate Services section in line with (GCIS) shall be responsible for the corporate image of the college and the responsibilities shall include the following amongst others:
- 8.2. The look and the ambience of the college's buildings.
- 8.3. The type of marketing and communication material to be used by the College.
- 8.4. The way marketing and communication material is used and produced.
- 8.5. Branding and promotional material using the corporate identity may only be used for official purposes
- 8.6. The production of such material shall be authorised by the Corporate services section.
- 8.7. Branded material is an integral part of the College branding strategy and as such cannot be developed without the approval of the Corporate Services section.
- 8.8. The use of College logo on projects not initiated by the College has to be approved by the Principal and Council.

9. ADVERTISING

- 9.1. Marketing and communication section shall be responsible for coordinating all advertising activities.
- 9.2. All advertising or procurement of advertising services shall be approved in consultation with the section.
- 9.3. No contract or payment can be signed without the approval of the Principal or his representative as delegated.

10. EVENTS, EXHIBITIONS AND BRANDING

- 10.1. The College shall determine whether to participate in a public event or issue an announcement

- 10.2. The marketing and communication section shall plan, coordinate events and handle all correspondences with regards to identified events in consultation with relevant sections.
- 10.3. Internal events shall be co-ordinated in conjunction with Human Resource section and the events committee.
- 10.4. Any outside institution wanting to exhibit within the College premises shall liaise with the Marketing and Communication section and the Campus Manager.
- 10.5. The College shall be appropriately identified and represented at events/exhibitions including those involving other participants, such as DHET's events/exhibitions and community imbizo.
- 10.6. The College shall be identified in all materials, displays or representations prepared for public events/exhibitions in accordance with the Corporate Identity Manual.
- 10.7. The Marketing and Communication section co-ordinates the participation of different college programs in exhibitions and shall be consulted when other section are taking part in fairs and exhibitions on behalf of the College.

11. PROCUREMENT OF MARKETING MATERIAL

- 11.1. Marketing materials include any type of publication, newsletter, magazine, brochure and any advertising material intended to convey the College's programs to the public shall be in line with the Corporate Identity as outlined in this policy
- 11.2. Marketing and Communication section has the responsibility to ensure that the marketing products and services, including that of consultants or services are acquired in a fair and equitable manner.
- 11.3. The section must be consulted on any procurement by other sections within the College that requires corporate branding.
- 11.4. Website updating and uploading. The College's internet site serves as the window to the public and as such, the Marketing and Communication section in conjunction with IT section has the following responsibility/ies:

- 11.4.1. Placing and removing material from the College's website.
Information will be placed or removed from the site pending approval by the Principal or delegation.

12. COPY RIGHT

- 12.1. The College owns all publicity material and information it has paid for or created
- 12.2. The reproduction of such material requires the approval of the College Principal and the Council

13. ROLES AND RESPONSIBILITIES

- 13.1. The Council of the College is the leader whose role is to provide governance by establishing priorities and overall themes of the College
- 13.2. The Principal is the Accounting Officer of the College whose role is to provide leadership in the overall administration of the College.
- 13.3. The Deputy Principal Corporate Services is designated to support the Principal as Accounting Officer in coordinating and directing the college's implementation of this policy.
- 13.4. The marketing section shall provide advice and ensure that the activities of the College at central office and in campuses conform to the requirements of this policy regardless of reporting relationships or placement within the organizational structures.

14. CONTROL MEASURES IN PLACE

- 14.1. When the Marketing Officer visits a Place where he provides prospective learners with information he need to provide evidence to the College of this visit.
- 14.2. All places he visits should provide contact details in order to broaden our database of possible learners and places that we can provide with information for future learners.
- 14.3. Part of his duties is also to get information from visits of what services/courses the people would like the College to provide. This can be done via questionnaires that will also give evidence of the visit.

15. REVIEW OF POLICY

This policy will be reviewed after every three years or when the need arises.

REVISION RECORD SHEET

Rev No.	Done by	Checked by	Date	Nature of Revision