

ISSUED FOR USE ON:

MARKETING PROCEDURE MANUAL

REF: RU/VC/MPM/023



QUALITY MANAGEMENT SYSTEM BASED ON ISO 9001:2015

MARKETING PROCEDURE MANUAL

RU/VC/MPM/023

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PROCEDURE NUMBER 1: MARKETING UNIVERSITY PROGRAMMES AND ACTIVITIES

1.0 GENERAL

1.1 PURPOSE

The purpose of this procedure is to ensure effectiveness and efficiency in marketing of university programmes and activities.

1.2 SCOPE

This procedure applies to marketing of Rongo University programmes and activities through advertising, publicity, exhibitions and outreach.

1.3 REFERENCES

- a) RU/QMR/MR/002.
- b) RU Charter.
- c) Universities Act, 2012.
- d) RU strategic Plan.
- e) RU PSSP Policy.
- f) RU Statutes.
- g) Approved Budget.
- h) Any other applicable documents.

1.4 TERMS, ABBREVIATIONS AND DEFINITIONS:

- a) Marketing - Includes Advertising, publicity, exhibitions and outreach activities.
- b) PSSP – Privately Sponsored Students Programme.
- c) MSK – Marketing Society of Kenya.
- d) HOD - Head of a division, department or section in the university
- e) DVC AFP- Deputy Vice Chancellor Administration, Finance and Planning.

1.5 RESPONSIBILITY

- a) The DVC(ASA) is responsible for the supervision of this procedure
- b) The officer in charge of Marketing is responsible for implantation and adherence to this procedure.

2.0 PROCESS INPUTS

- a) Approved Budget
- b) Requests for Advertisement

- c) Correspondences
- d) Marketing Plan
- e) Publicity documents
- f) Publicity and Outreach Plans

3.0 METHOD

3.1 Advertising University Programmes and Activities.

- 3.1.1 This Procedure shall start with the Director preparing an annual marketing plan for approval by the Marketing, Publicity and Exhibitions Committee at the beginning of each financial year as per the budget.
- 3.1.2 The Director shall ask or receive from the Deans and HODs briefs on programmes and any other activities to be advertised.
- 3.1.3 Upon receipt of the briefs the Director shall prepare a draft advertisement design depending on the platform to be used.
- 3.1.4 The Director shall send the drafts to DVC (ASA) and the source departments for review and further input.
- 3.1.5 The Director shall prepare the revised document by incorporating inputs from the source departments
- 3.1.6 The Director shall make a request to the DVC AFP to approve the expenditure
- 3.1.7 Upon approval, the Director shall forward the document to the Procurement Officer for execution.
- 3.1.8 The Director shall submit quarterly reports on advertisements undertaken to the Vice Chancellor.

3.2 University Publicity and Exhibitions Activities

- 3.2.1 This Procedure shall start with the Director preparing an annual Publicity and Exhibitions plan and submit to the Marketing, Publicity and Exhibitions Committee for approval at the beginning of each financial year as per the budget.
- 3.2.2 For internally initiated events, the director shall inform the Deans and HODs detailing the nature of the activity for their inputs.
- 3.2.3 The Director shall prepare a budget for the activity for approval by DVC (AFP)
- 3.2.4 Upon approval, the Director shall execute the activity.

3.2.5 For externally initiated events, the Director shall review and seek approval for university participation from the DVC AFP for execution.

3.2.6 The Director shall submit a report to the Vice Chancellor within two weeks after the execution.

4.0 PROCESS OUTPUTS

- a) Advertisements
- b) Number of applicants
- c) Marketing Reports

5.0 DOCUMENT CHANGE HISTORY

Supersedes Revision	Revision – (Clause & Details)	Current Rev.	Reviewer's name	Date

RONGO UNIVERSITY - ISO 9001:2015 BASED QUALITY MANAGEMENT SYSTEM

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OBJECTIVES REGISTER FOR PRIVATELY SPONSORED STUDENTS PROGRAMME (PSSP) DIRECTORATE

OBJECTIVES REGISTER FOR PRIVATELY SPONSORED STUDENTS PROGRAMME (PSSP) DIRECTORATE											
Department:	PSSP Directorate										
Rev. Status											
Issue Date:											
Created By:					Reviewed By:			Approved By:			
S.No	Key Result Area	Strategic Objective	Objective	Strategies	Key Performance Indicator	Resources Required	Timeline	Deliverable	Frequency of M & E	Responsibility	
1	Financial Sustainability	To improve financial sustainability through diversification of revenue streams and prudent financial management	To increase PSSP student enrolment by at least 3% by December 2019	Advertisement, Exhibition, Publicity and outreach; marketing; MOUs with organizations and sponsors	% increase in PSSP enrolment	Personnel, Marketing and publicity materials, Budget	Dec-19	Nominal roll; marketing materials; MoUs with sponsors	Semesterly	Director PSSP	

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RISK REGISTER FOR PRIVATELY SPONSORED STUDENTS PROGRAMME (PSSP) DIRECTORATE

Department:		Directorate of PSSP										
Issue Date:												
Created By:				Reviewed By:			Approved By:					
S.No	Process	Risk	Causes	Existing Controls	Probability	Impact	Risk Rate	Risk Level	Additional Controls	Frequency of M & E	Opportunities	Responsibility
1	Marketing university programmes and activities	Poor/insufficient publicity	Insufficient internal Capacity, Poor quality of marketing materials; Misinformation; poor choice of advertisement medium	Use internal and/or outsource designers; proper editing of materials; involvement of stakeholder; approval of the content and design;	2	4	8	Medium	Built Internal capacity; Increase monitoring; review marketing strategies;	Continuous	Use of social media	Director PSSP