

# Marketing of Entities of the University Policy

April 2022 - This document is rescinded and is replaced by the [Communications and Marketing Policy](#) and [Communications and Marketing Procedure - Marketing and Advertising](#).

## Section 1 - Purpose

(1) Policy and Procedures addressing marketing of entities of the Charles Sturt University (the University) have been adopted by the University to ensure that any entity within the University that wishes to market its activities different to that of the University's corporate style must seek approval from the University Council before doing so.

## Section 2 - Glossary

(2) Nil.

## Section 3 - Policy

(3) Any entity within the University that wishes to market its activities under a logo, or using a style, that does not conform to the University's corporate style, must seek approval from the University Council to do so.

## Section 4 - Procedures

(4) Any entity that wishes to market its activities within the University that does not conform to the University's corporate style should first submit a detailed copy of the marketing proposal to the University Secretary for Council approval.

## Section 5 - Guidelines

(5) Nil.

## Status and Details

<b>Status</b>	Historic
<b>Effective Date</b>	22nd May 2014
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