



The Catholic University of Eastern Africa

TITLE	AUTHOR
PROCEDURE FOR AD PLACEMENT (CUEA/VC/CIR/03)	HEAD OF COMMUNICATIONS AND INTERNATIONAL RELATIONS
	NO. OF APPENDICES:
	NONE
AUTHORIZATION This Standard Operating Procedure is issued under the authority of:	
TITLE	VICE CHANCELLOR
SIGNATURE	
DATE	4 December 2018
ISSUE DATE	4 December 2018
STAMP CONTROLLED / UNCONTROLLED	CONTROLLED
NOTE: 1. Write amendments on the page provided (Clause 0.2) 2. Controlled copies of this document will be in the Communication and International Relations Office and the VC's office	

Revision	03		Date	4 Dec 2018
----------	----	--	------	------------

	Standard Operating Procedure	CUEA/VC/CIR/03
Title	PROCEDURE FOR AD PLACEMENTS	Page 2 of 7

0. CONTENTS AND RECORD OF CHANGES

0.1 Table of Contents

0.	Contents And Record Of Changes	2
1.0	Purpose.....	2
2.0	Scope.....	2
3.0	References.....	3
4.0	Definition Of Terms.....	3
5.0	Principal Responsibilities.....	3
6.0	Method	3
7.0	Appendices.....	5
7.1	Context.....	5
7.1.1	External / Internal Factors.....	5
7.1.2	Relevant Interested Parties.....	5
7.2	Risk Analysis And Control	6
7.3	Required Organizational Knowledge.....	7
7.4	Work Instructions.....	7

0.2 Record of Changes

No.	Date	Details of Changes		Authorization
	<i>(dd-mm-yyyy)</i>	<i>Page</i>	<i>Clause, Sub-clause</i>	<i>Designation</i>
1.	04/12/18	All	As per the requirements of the new standard	Head, CIR

0.3 Distribution / Circulation

This Standard Operating Procedure is available at relevant functions for authorized users.

1.0 PURPOSE

The purpose of this procedure is to ensure management of the University advertisements.

2.0 SCOPE

Revision	03		Date	4 Dec 2018
----------	----	--	------	------------

	<h2>Standard Operating Procedure</h2>	CUEA/VC/CIR/03
Title	PROCEDURE FOR AD PLACEMENTS	Page 3 of 7

This procedure describes the process of creating and presenting an advertisement in the Media.

3.0 REFERENCES

- 3.1 University procedures and policies
- 3.2 ISO 9001:2008 Quality Management Systems Requirements

4.0 DEFINITION OF TERMS

- 4.1 **Advertisement:** The activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media.

5.0 PRINCIPAL RESPONSIBILITIES

The principle responsibility for placing advertisements lies with the Head of Communications and International Relations in liaison with all the other functions that may need this service. Advertising may involve administrative functions e.g. employment, announcements, procurement tenders and or CUEA Programmes advertisements falling under the Academic Division.

6.0 METHOD

- 6.1 The Head of CIR presents a campaign budget to DVC Administration for approval
- 6.2 The Head of CIR then requests for a media order from the agreed on media house(s)
- 6.3 The Head of CIR presents the media order to DVC Administration for signature.
- 6.4 The Head of CIR then shares the signed media order with the concerned media as a contract for space allocation

Revision	03		Date	4 Dec 2018
----------	----	--	------	------------

	<h2>Standard Operating Procedure</h2>	CUEA/VC/CIR/03
Title	PROCEDURE FOR AD PLACEMENTS	Page 4 of 7

- 6.5 The Head of CIR then liaises with Graphic Designer art work development of its for print or does the script for broadcast for technical approval by DVC Academics. The Approved media order is shared with the Finance Office for preparation of the payment.
- 6.6 The Head of CIR then shares the approved work with the media house together with the payment, confirms placements and shares with the same on social media
- 6.7 The Head of CIR alerts the admissions staff/relevant departments of the impending advert for information and query response to clients who will call in

Revision	03		Date	4 Dec 2018
----------	-----------	--	------	-------------------

	<h2>Standard Operating Procedure</h2>	CUEA/VC/CIR/03
Title	PROCEDURE FOR AD PLACEMENT	Page 5 of 7

7.0 APPENDICES

7.1 CONTEXT

7.1.1 Internal / External Factors

(a)	Internal Factors	Identified Risk / Opportunity
(i)	Lack of budgets/Inadequate finances	<ul style="list-style-type: none"> • Low visibility of the brand • Constrained relationship with media that the University owes money • Opportunity to explore non paid media
(ii)	Lack of data to justify select media	<ul style="list-style-type: none"> • Speculation in media selection • Opportunity to empirically determine which media works for the University
(b)	External Factors	Identified Risk / Opportunity
(i)	Intense competitive space	<ul style="list-style-type: none"> • Low resources may mean Low visibility of the brand • Opportunity to leverage innovative marketing strategies
(ii)	Lack of accounts with media	<ul style="list-style-type: none"> • No cash no advertising/no credit period • Opportunity to devise better working relation with media

7.1.2 Relevant Interested Parties

	Party	Needs and Expectations
(i)	Media	Timely artworks and payments
(ii)	Students/customers	Positive brand that is more visible in the media
(iii)	Staff	Positive and growing brand that is more visible in the media
	Prospective clients	Positive brand that is more visible in the media

Revision	03		Date	4 Dec 2018
----------	----	--	------	------------

	Standard Operating Procedure	CUEA/VC/CIR/03
Title	PROCEDURE FOR AD PLACEMENT	Page 6 of 7

7.2 RISK ANALYSIS AND CONTROL

No	Risk	Cause	Risk Assessment			Risk Level	Control / Treatment
			Likelihood	Impact	Likelihood / Impact		
1	Low visibility of the brand	Low budgets, low media relations	8	8	64	High	More innovation/proactivity
2	Constrained relationship with media that the University owes money	Lack of payment/lack of engagement	6	6	36	High	Pay pending payments/negotiate credit
	Speculation in media selection	No data collation	6	6	36	High	Collate and analyse data
	Dented Image	A lot of negative news in the recent past	9	9	81	High	Better customer orientation, employee relations and more positive news

Revision	03		Date	4 Dec 2018
----------	----	--	------	------------

	<h2>Standard Operating Procedure</h2>	CUEA/VC/CIR/03
Title	PROCEDURE FOR AD PLACEMENT	Page 7 of 7

7.3 REQUIRED ORGANIZATIONAL KNOWLEDGE

- (a) One needs to have a good understanding of the organizations products to ensure that they are well presented in such advertisements.
- (b) Good advertising of media and their related target audience reach and value
- (c) Good skills in developing high impact messaging and graphics for media

7.4 WORK INSTRUCTIONS

- (a) Budget approved.
- (b) Media order requested
Media order signed
Media order shared with media
- (c) Payment processed
- (d) Artwork is developed.
- (e) Artwork is approved.
- (f) Artwork and payment submitted to Media
- (g) Evidence of placement given

Revision	03		Date	4 Dec 2018
----------	----	--	------	------------