Title: Office of Marketing Communications -- Marketing Communications
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Approved: WPL

Definition

A **marketing communication** is broadly defined as any catalog, brochure, handbook, bulletin, web site, or other printed or online publication published by an organizational unit of the University, for limited or general circulation on or off campus, that is labeled or intended as an official communication of Boston College.

General

Boston College assigns responsibility for the production of marketing communications to the individual organizational unit. To assist units in this process, the University provides procedural guidelines and support services. The following policy sets forth responsibilities and procedures applicable to all marketing communications.

Policy

Generally, all marketing communications require design and copyediting, and in the case of online communications, conformance with defined technical standards. Primary responsibility for ensuring that these requirements are met lies with the organizational unit producing the communication.

The Office of Marketing Communications (OMC) assists organizational units in the planning and production of print and online communications, as well as signage, banners, and other types of promotional material. OMC provides marketing counsel and related editorial, photographic, and graphic design services. The Office maintains a collection of black and white photographs and color transparencies that depict campus scenes, people, and events, which are available for use in print or online communications. OMC is available as a consultant on all projects, and makes referrals to outside marketing firms and vendors that may be better suited to undertake particular projects. In all cases, it is the responsibility of the individual organizational unit to comply with University purchasing policies and bid requirements.

All marketing communications are to be produced in accordance with the Graphic Identity System and graphic standards policy developed by the University to establish and maintain a consistent public image that reinforces the mission and vision of Boston College. The OMC web site offers a template system to help organizational units maintain graphic identity standards in their print communications. Designed for desktop publishers, professional graphic designers, and those with no design experience, this system provides templates for a variety of communications including brochures, invitations, and event programs. Use of the templates requires specific software and typefaces; information on how to obtain and install these is available on the OMC web site.

For complete descriptions of OMC's production process and the online graphic standards and template system, or to find out more about OMC's specific services, please visit the OMC web site. Additional information regarding the production of print communications is also available on this site. For additional information regarding the production of online communications, please visit Information Technology's WebIT Support web site. All questions regarding the Graphic Identity System and graphic standards policy should be addressed to the managing director of OMC.