

9.01.03.00 Advertising (formerly 4.06.00.00)



Policy/Guideline Area

Marketing and Communications

Applicable Divisions

TCATs, Community Colleges, System Office

Purpose

This policy governs the procurement of external media advertising by the College. To maintain brand integrity and consistency, all advertisements must incorporate established graphic identity, embody key strategic messages, and strictly adhere to comprehensive guidelines and standards. Advertising should enhance the College's visibility while ensuring a unified and professional representation of the College in all advertising endeavors.

Definitions

Advertising - Advertising refers to the paid or unpaid placement of messages promoting the College in various media platforms. This includes, but is not limited to, print or electronic publications, websites, radio, television, social media platforms, video, or other means of electronic distribution (such as podcasts); and on public media such as banners, billboards, kiosks, and other signage.

Definitions included in the overarching Marketing and Communications Policy (9.01.00.00) apply.

Policy/Guideline

- I. Placement
 - A. Purchasing of advertising is permitted in external media to enhance the perception of the College among its various constituencies; to provide accurate and timely information about College programs, events, and services; to provide legal notice where required by law; and to inform the public of employment opportunities; and for other purposes consistent with the College's mission.

1. Advertising for the recruitment of students shall be designed to increase enrollments in the service delivery area as the first priority for advertising.
 2. Any advertising for Colleges in regional publications shall be restricted to zoned editions.
 3. Any advertising for Colleges should be within their assigned service areas.
 4. Advertising expenditures should result in a citizenry which is better informed and thus more likely to support state higher education through both private giving and more effective advocacy.
 5. Advertising also informs citizens of the opportunities available through the state's higher education institutions, thus improving the state's workforce and competitive position in the global economy.
 6. Colleges are encouraged to maintain an appreciation of the efforts of all post-secondary institutions to provide educational services to students. In this sense, advertising for one college should not be designed in a manner that has the impact of being detrimental with regard to the educational services provided by another college.
- B. The Chief Marketing Officer (CMO) must oversee and approve the content, placement, and purchase of all College advertising. The CMO maintains the authority to remove any advertising from distribution.
1. Colleges should document appropriate procedures for units, programs, and initiatives in local policy or guidelines to request advertising placement.
- C. All advertising must be designed to meet professional quality standards in design and content as determined by the CMO.
- D. All advertising must be purchased in compliance with all applicable local, state, and federal laws, and TBR and College policies, guidelines, and procedures.
- E. Colleges must use System-wide contracts for advertising if available. Exception requests can be submitted to the System Chief Marketing Officer (SCMO), who will consult with the Office of Business and Finance and the Office of General Counsel.
- F. All advertising must align with the pre-established marketing, branding, and communications guidelines and applicable policies to ensure key messages are disseminated in a manner that maintains consistency.

II. Reporting

- A. CMOs shall evaluate paid advertising annually to determine if the return on investment justifies continued use of the advertising. A "cost to benefit" analysis of paid advertising should be a significant factor in the determination of whether or not to continue the advertising campaign, along with other factors deemed appropriate by the President.
- B. A report should be given to the SCMO on previous fiscal year advertising expenditures by August 1 each year.

III. Truthfulness and Substantiation

- A. All advertising must follow local, state, and federal laws regarding truth in advertising and other consumer protection laws.
- B. The Federal Trade Commission Act and the Isakson and Roe Act dictate that advertising must be truthful, not misleading, and, when appropriate, backed by scientific evidence, regardless of the placement of the advertisement.
- C. All advertising must follow the TBR Policy 9.01.02.00, (Publications) in reporting advertising materials as publications.

IV. Privacy and Data Collection

- A. All advertising should follow applicable local, state, and federal data privacy laws, as well as applicable privacy policies, specifically including, but not limited to those relating to student education records and personally identifiable information.

V. Advertising on College Websites and Publications

- A. Use of College resources to promote or advertise activities or entities unrelated to the College is prohibited unless such use is consistent with the mission of the College and results in substantial benefit to the College as determined by the CMO.
- B. The sale of advertising in student publications, auxiliary operations, and athletics-related programs are expressly permitted.

VI. Advertising of Non-Credit Programs

- A. Advertising of non-credit programs is subject to TBR and College marketing policies.
- B. When a College advertises or offers a non-credit course or program that will not result in a credential issued by the College, the website, brochure, or other description of the course or program material must make clear that the course will not result in a credential awarded by the College. E.g., "This [BOOTCAMP/CLASS/PROGRAM/COURSE OF STUDY] is delivered and promoted by

[PROVIDER] in partnership with [NAME OF COLLEGE]. Any credential upon completion will be awarded by [PROVIDER], and not [NAME OF COLLEGE.]”

VII. Exemptions and Exceptions

- A. Exemptions and exceptions outlined in the overarching Marketing and Communications Policy (9.01.00.00) apply.

Sources

Authority

T.C.A. § 49-8-203

History

TBR Meeting December 4, 1998; September 28, 2007; September 12, 2023, Board approved (formerly 4.06.00.00); Revisions approved September 20, 2024, Board Meeting.

Related Polices

[9.01.02.00 Publications \(formerly G-140\)](#)