



OKLAHOMA CITY  
COMMUNITY COLLEGE

## **NO. 7000 MARKETING**

The Marketing Departments (encompassing Marketing [formerly “Marketing & PR”] and Printing [formerly “Printing Services”]) have the responsibility and authority to accomplish the following objectives on behalf of Oklahoma City Community College (OCCC):

- 1.0 Create, manage and distribute official statements, releases and comments to the media;
- 2.0 Create, manage and distribute communications to all audiences;
- 3.0 Create, revise, enforce and implement OCCC brand identity and related items; and
- 4.0 Facilitate or manage printing services via the on-campus print shop or outside vendors.

The Marketing Departments shall develop specific procedures as necessary to accomplish these objectives.

Effective: March 9, 2021