



# COLLEGE OF THE NORTH ATLANTIC

## OPERATIONAL POLICY

### TOPIC: MARKETING THE COLLEGE

<b>Policy No.</b>	PA-607	<b>Division</b>	Public Affairs
<b>Supersedes</b>	n/a	<b>Board Policy Ref.</b>	n/a
<b>Related Policy &amp; Procedures</b>	PA-607-PR PA-606	<b>Effective Date:</b>	October 26, 2021 (R3)

#### 1. PURPOSE AND SCOPE

The purpose of this policy is to define the protocols, procedures and responsibilities governing all activities and initiatives of a marketing nature aimed directly or indirectly at promoting College of the North Atlantic (CNA), its programs, courses and services.

#### 2. POLICY

It is the policy of CNA to maximize its potential through a comprehensive marketing program aimed at local, regional, provincial, national and international clients.

#### 3. PROCEDURE

The Associate Vice-President of Public Affairs shall ensure that procedures are developed and implemented in accordance with this policy.

#### Approval History

Approved by President	September 13, 1999
Revision 1	March 25, 2008
Revision 2	November 4, 2016
Revision 3	October 26, 2021