Objective

To clarify the process University of Tennessee Health Science Center (UTHSC), including its various colleges and departments, uses to create and place paid advertising.

Scope

This policy establishes procedures for all UTHSC staff, faculty, or students creating and placing advertising so they will be in alignment with the UT System Brand Guide (https://brand.tennessee.edu/) and UTHSC Branding Guidelines (https://www.uthsc.edu/brand/index.php) and Editorial Style (https://www.uthsc.edu/brand/editorial-style.php).

Roles

Any UTHSC staff, faculty, and students involved in producing and placing paid advertising through the Office of Communications and Marketing (OCM).

Procedure


II. Upon request, the OCM will assist with the production and placement of advertisements.

III. All UTHSC ads must be approved by OCM. Ads may be submitting to OCM for approval by emailing communications@uthsc.edu.

IV. Each office or department initiating the advertisement is responsible for its placement costs.