

HORRY-GEORGETOWN TECHNICAL COLLEGE

# PROCEDURE

Number: 6.1.1.2  
Related Policy: 6.1.1  
Title: Public Relations and Marketing  
Responsibility: Public Relations Director and Marketing Director

Original Approval Date: 08-01-1994  
Last Cabinet Review: 03-16-2022  
Last Revision: 03-16-2022

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President

The public information function exists to provide a steady and continuous flow of accurate and timely news information to the various media outlets. Efforts are made to ensure that balanced and representative coverage is afforded all phases of the College's curricular and student activity programs. While the personnel in this department attempt to keep abreast of all news-worthy events at the College, the faculty and staff are urged to take an active role in seeking coverage by contacting the Public Relations Director

The publications aspect of public relations and marketing activities relates to the coordination of both internal and external publications. The external publications of the College may include the Catalog and Student Handbook, Annual Report, College Newsletter, and various other promotional materials. The procedures for the preparation and publication of each of these items are incorporated within the activities of the Public Relations Director and Marketing Director.

The responsibility of the Marketing Department represents the combined efforts of the department, the Student Affairs area, the Academic area, and the Administration. In addition to the publication and utilization of the Catalog, the department is responsible for the design and development of all marketing resources of the College, including its promotional materials, and its print, radio, television, mobile, outdoor, direct mail, and online advertising, etc. The department is also responsible for coordinating any major promotional events.