



MARKETING CODE

This Edition Amended: 11/23/2011

ARTICLE I: MARKETING COMMITTEE

Section 1: Membership

The DASB Marketing Committee shall consist of the following:

- A. Voting Members
 - 1. DASB Chair of Marketing (must be the DASB Marketing Project Manager)
 - 2. At least two (2) additional DASB Senators
- B. Non-Voting Members
 - 1. No more than five (5) Junior Senators
 - 2. Junior Senators must be approved by a simple majority vote of the committee
 - 3. Junior Senators must meet the eligibility requirements of DASB Senators specified in the Bylaws
- C. Advisors
 - 1. DASB Senate Advisor

Section 2: Objectives

The objectives of the DASB Marketing Committee shall be:

- A. Promote the DASB Senate and its activities
- B. Promote environmental sustainability across campus
- C. Promote services and programs offered to students that the DASB Senate wishes to support through advertising.
- D. Provide marketing plans for large DASB projects and DASB committees as a whole (the committee's work, meeting place, and times) by the third week of every quarter. No more than five (5) promotional options will be implemented. These options include, but are not limited to, A-frames, outreach plans, website, flyers, banners, t-shirts, and other promotional materials.
- E. Committees are advised to submit a Marketing Ad Request Form at least three (3) weeks in advance of the event. The committee must follow guidelines disclosed in the Marketing Ad Contract. Items submitted with Marketing Ad Contracts will be prioritized by the DASB Marketing Committee.

Section 3: Right to Act

The DASB Senate delegates authority to the DASB Marketing Committee to take action on behalf of the DASB Senate to fulfill its own objectives with the following restrictions:

- A. The DASB Senate must endorse or otherwise officially support an organization before the DASB Marketing Committee may advertise that organization

Section 4: Committee Duties and Responsibilities

The DASB Marketing Committee shall:

- A. Produce a DASB Brochure by the end of Summer Quarter that promotes the DASB Senate and serves as a welcome for new DASB members.
- B. Prepare DASB Shirts for all DASB Senators by Fall Quarter week two (2).
- C. Prepare DASB Business Cards by Fall Quarter week four (4).
- D. Coordinate with Diversity and Events to hold the DASB Open House event every quarter
- E. Participate in every Club Day event.
- F. Develop and distribute promotional materials for all DASB events two (2) weeks in advance. It is up to the DASB Marketing Committee's discretion to approve marketing requests and will provide five (5) promotional options at most per request.
- G. Update the student body on DASB Senate-related news at least once a month.
- H. Manage and oversee the DASB Marketing Committee Account (41-51190).

- I. Review its Committee Code at least once, and submit any proposed amendments to the Administration Committee.
- J. Review amendments proposed to its code by the Administration Committee, make a recommendation, and report the result to the Administration Committee.

ARTICLE II: OFFICERS

Section 1: Officers

A. The DASB Marketing Committee shall have the following officers:

- DASB La Voz Liaison
- DASB Eco-friendly Promotional Items Manager
- DASB Ad Designer
- DASB Marketing Project Manager

The Vice Chair of the Committee must also be a Committee Officer

B. The Committee shall reserve the right to create or dissolve ad hoc positions as deemed necessary.

C. Committee Officers are appointed or removed with a majority vote of the Committee.

D. The Committee Chair shall assume all duties and responsibilities of vacant positions.

Section 2: Individual Duties and Responsibilities

A. DASB La Voz Liaison shall:

1. Design and submit the La Voz Ads design to La Voz via email every Monday from week two (2) through week ten (10) every quarter with the exception of Summer Quarter.
2. Assist the DASB Ad Designer in her or his responsibilities.

B. DASB Ad Designer shall:

1. Design advertisement materials, such as fliers, posters, banners to promote the DASB, DASB committees or DASB projects.
2. After completing any work, any further edits will be up to the Ad Designer's discretion.

C. DASB Eco-friendly Promotional Items Manager shall:

1. Be responsible for finding and purchasing promotional items (including, but not limited to, ordering business cards, t-shirts, brochures, flyers, and other marketing materials).
2. Collaborate with DASB Environmental Sustainability Committee to research and design advertising materials and/or promotional materials for DASB events, programs, and student services. When purchasing eco-friendly materials is not seen to be cost-effective, the officer can choose to buy it.
3. Print and distribute advertising materials when necessary.

D. DASB Marketing Projects Manager shall:

1. Oversee all DASB Marketing Committee projects and events.
2. Create a timeline for marketing the DASB Senate as a whole.
3. Fill out all event planning and requisition forms for the DASB Marketing Committee.
4. Ensure that any projects and events that the DASB Marketing Committee works on will be evaluated by the project or event leads by filling out an evaluation form.
5. Communicate with project or event leads to obtain status updates on any marketing plans that are being utilized.

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