POLICY: Marketing and Communications Protocols

DATE: September 17, 2026

This policy applies to all academic and non-academic departments/units, centers and institutes within the Molinaroli College of Engineering and Computing. It is intended to supplement, and not replace or supersede, applicable University of South Carolina policies, procedures, standards, and guidelines. In cases of inconsistencies between this policy and the university, state, or federal policies, the university, state, or federal policy rules are the final authority.

All college marketing and communications activities must comply with applicable University of South Carolina requirements, including but not limited to:

- University of South Carolina Division of Marketing and Communications Brand Standards
- University of South Carolina Brand Platform
- University of South Carolina Editorial Style Guide
- University of South Carolina Digital Accessibility and Web Standards
- University of South Carolina Social Media Guidance
- University of South Carolina Email and Mass Communications Guidance
- Any other applicable university policies, procedures, or guidance issued by the Division of Marketing and Communications or other authorized university offices.

The most current versions of these university standards and guidance are available through the University of South Carolina Division of Marketing and Communications website: https://www.sc.edu/about/offices_and_divisions/communications/

I. Purpose

The purpose of this policy is to define expectations for communication and collaboration amongst the Molinaroli College of Engineering and Communications marketing and communications department and the College's academic departments, centers and institutes.

a. Scope

The review and approval requirements of this policy apply to marketing and communications issued on behalf of, representing, or distributed through official communication channels of the Molinaroli College of Engineering and Computing, its departments, centers, institutes, and administrative units. This includes materials using College or University branding or intended to represent an official College position, program, activity, or initiative.

This policy does not apply to faculty research publications, scholarly articles, academic presentations, conference materials, classroom or instructional materials, academic commentary, or other dissemination of scholarship undertaken by faculty in their individual academic or scholarly capacity. Nothing in this policy is intended to restrict academic freedom or provide MARCOM authority to review or approve the scholarly substance or conclusions of faculty research.

b. Definitions

Marketing and Communications (MARCOM): The Molinaroli College of Engineering and Computing's Marketing and Communications (MARCOM) team is responsible for overseeing the College's marketing, branding, and strategic communications efforts. MARCOM provides development, creation and guidance on messaging, visual identity, content development, media relations, digital communications, and promotional materials to ensure consistency with College and University branding standards and strategic priorities.

Academic Departments: an organizational unit within the Molinaroli College of Engineering and Computing responsible for delivering academic programs, supporting faculty, administering curricula, conducting scholarly activities, and providing instruction leading to undergraduate and/or graduate degrees. Academic departments are led by a department chair or other designated academic administrator. Each academic department is responsible for serving as the subject matter expert for its programs, activities, and initiatives and for coordinating with the College's Marketing and Communications (MARCOM) team to ensure communications are accurate, timely, and aligned with College branding and applicable university communications policies.

Non-Academic Department/Unit: an organizational entity within the Molinaroli College of Engineering and Computing that provides administrative, operational, technical, student support, research administration, communications, information technology, finance, human resources, development, or other services that support the mission of the College but does not directly administer academic degree

programs. Non-academic departments or units are led by a director, manager, assistant dean, associate dean, or other designated administrator. Each non-academic department or unit is responsible for serving as the subject matter expert for its services, programs, and initiatives and for coordinating with the College's Marketing and Communications (MARCOM) team to ensure communications are accurate, timely, and aligned with College branding and applicable university communications policies.

Centers, and Institutes: a formally recognized organizational entity within or affiliated with the Molinaroli College of Engineering and Computing that advances the College's mission through interdisciplinary research, education, outreach, innovation, industry engagement, public service, or specialized programs. Centers and institutes may include faculty and staff from multiple academic departments or administrative units and may sponsor events, programs, partnerships, and externally funded activities. For the purposes of this policy, centers and institutes are considered organizational units and are subject to the same marketing and communications requirements as academic and non-academic departments. Each center or institute is responsible for serving as the subject matter expert for its programs, activities, partnerships, and initiatives and for coordinating with the College's Marketing and Communications (MARCOM) team to ensure communications are accurate, timely, and aligned with College branding and applicable university communications policies.

II. Policy

This policy establishes a coordinated framework for marketing and communications across all Molinaroli College of Engineering and Computing academic departments, non-academic department/units, centers, and institutes to ensure brand consistency, high-quality messaging and alignment with College and University priorities.

a. Project Approvals

To ensure consistency, accuracy, and compliance with College and University branding and communications standards, all external-facing marketing and communications materials must be reviewed and approved by the Marketing and Communications (MARCOM) team prior to publication, distribution, or public release.

This requirement applies to materials representing the College or one of its departments, centers, institutes, or administrative units, regardless of who creates the material or which official communication channel is used and includes, but is not limited to:

- Printed materials (e.g., brochures, flyers, posters, banners, programs)
- Digital signage and promotional graphics
- Email communications distributed to external audiences
- Website content and new web pages
- Social media content
- Videos and multimedia content
- News stories, announcements, and press-related materials
- Event promotional materials
- Any other communication representing or promoting the Molinaroli College of Engineering and Computing

Faculty and staff are responsible for engaging MARCOM early in the planning process and submitting materials for review in accordance with the submission timelines outlined in this policy. Early collaboration allows sufficient time for content review, editing, branding verification, accessibility review, revisions, and production prior to the intended publication or distribution date.

Materials that have not received MARCOM approval shall not be published, distributed, posted, or otherwise released on behalf of the College. Requests submitted outside of the recommended lead times will be reviewed as resources permit; however, MARCOM cannot guarantee review, approval, or completion by the requested deadline.

MARCOM's review is intended to ensure that communications are accurate, professionally presented, aligned with College and University branding standards, consistent with institutional messaging, and compliant with applicable University policies and legal or accessibility requirements. Approval by MARCOM does not replace or supersede any additional approvals that may be required by department leadership, College administration, or the University.

b. MARCOM Standard Resources

The Marketing and Communications (MARCOM) team provides standardized self-service templates and resources to support consistent, high-quality

communications across the Molinaroli College of Engineering and Computing. These resources are available to all MCEC faculty and staff and include, but are not limited to, email templates, flyers, social media graphics, presentation templates, logos, brand guidelines, and other approved marketing assets.

MARCOM maintains these resources through a centralized online resource hub to ensure users have access to the most current branding standards, templates, and communication tools. Faculty and staff are expected to use these approved resources when developing College-related communications and marketing materials to ensure consistency with College branding and applicable University of South Carolina marketing and communications standards.

Resources are available on the MARCOM Website: Marketing and Communications - Molinaroli College of Engineering and Computing | University of South Carolina

- **New Project Request**

  The Marketing and Communications (MARCOM) team partners with MCEC faculty and staff to develop custom communications, marketing materials, and promotional content when standardized templates and self-service resources do not meet the needs of a project.

  Faculty and staff requesting MARCOM support for marketing, communications, event promotion, or collateral development must submit a request using the **MARCOM Request Form** available on the Marketing and Communications page of the MCEC website. Requests are reviewed and prioritized based on College priorities, project scope, resource availability, and requested delivery dates.

  To facilitate timely planning, production, review, and delivery, requests must be submitted according to the minimum lead times below. Submission within these timeframes does not guarantee completion by a specific date. Projects are accepted based on workload, available resources, and alignment with College priorities. All materials and communications are subject to review and approval by MARCOM.

Service	Minimum Lead Time
Digital Screen Graphics (MCEC Displays)	Submit requests **at least one (1) week in advance** if a new graphic or slide must be designed. If the graphic has already been designed and is ready for display, submit the request **at least 48 hours** before the requested posting date.
Printed Signage	Submit requests requiring new signage design **at least one (1) month in advance**. Requests to check out existing signage must be submitted **at least 48 hours** before the desired pickup date. Signage is available for pickup from **Swearingen 3D05**.

Event Marketing Support	Submit requests **at least eight (8) weeks prior** to the event. Event marketing support may include promotional planning, photography, videography, graphic design, printed or digital collateral, website updates, social media promotion, and other marketing activities. Event support does **not** include event planning or event management services
Printed Materials	Submit requests for brochures, flyers, posters, programs, and other printed materials **6–8 weeks** before the materials are needed to allow adequate time for design, review, production, and delivery.
Video Production	Because production timelines vary based on project scope, filming requirements, and post-production editing, requests must be submitted **as early as possible**.
News Stories and Announcements	Submit story ideas and news requests **as early as possible** to allow sufficient time for interviews, writing, review, and publication on College and University communication platforms.
Social Media Promotion	Submit requests **at least one (1) week in advance** of the desired posting date. MARCOM will determine the most appropriate social media platform(s), messaging, and scheduling based on the College's communications strategy and editorial calendar.
Email Announcements	Submit requests **at least 48 hours** before the requested distribution date to allow time for review, formatting, scheduling, and publication.
Website Updates	Submit requests for website content changes, new pages, feature enhancements, or other updates **at least one (1) week in advance** of the desired publication date to allow time for development, testing, review, and publishing.

MARCOM reserves the right to adjust project schedules based on staffing, project complexity, competing priorities, and institutional deadlines. Requests submitted outside of the recommended lead times will be accommodated when possible but may not be completed by the requested deadline

c. Ongoing Communications

Academic department, non-academic department/unit, center and institute staff and faculty and MARCOM staff are responsible for maintaining regular and proactive communication throughout the life of a requested project. Regular collaborative meetings or written check-ins will be scheduled to monitor progress, address any issues or changes, and ensure satisfactory completion.

III. Statement of Compliance

Compliance with this policy is the responsibility of all Molinaroli College of Engineering and Computing faculty, staff, centers, institutes, departments, and administrative units engaged in the creation, review, approval, or distribution of College marketing and communications.

This policy reinforces MCEC's commitment to producing marketing and communications that are accurate, timely, accessible, professional, and aligned

with the College's strategic priorities and the University of South Carolina's brand standards, editorial guidelines, and applicable communications policies.

Failure to comply with this policy may result in delays in publication, distribution, or production until the appropriate reviews and approvals have been completed. Materials published or distributed without the required MARCOM review and approval may be removed, revised, or withdrawn to ensure compliance with College and University standards.

Questions regarding the interpretation or implementation of this policy can be directed to the MCEC Marketing and Communications Office.

IV. Referenced University, State, and federal policy Documents and Guidelines:

- University of South Carolina Marketing and Complications https://www.sc.edu/about/offices_and_divisions/communications/
- MCEC Marketing and Communications Website https://web.qa.sc.edu/study/colleges_schools/engineering_and_computing/about/marcom/index.php