



MUAST

MARONDERA UNIVERSITY
OF AGRICULTURAL SCIENCES AND TECHNOLOGY

MARKETING POLICY

POLICY NO. MP/22/25



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OF AGRICULTURAL SCIENCES AND TECHNOLOGY

TITLE	MARONDERA UNIVERSITY OF AGRICULTURAL SCIENCES AND TECHNOLOGY MARKETING POLICY
POLICY NUMBER	
COMPILED BY	MARKETING, AGRI-WORK RELATED LEARNING AND OUTREACH PROGRAMMES DEPARTMENT
APPROVED BY	
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1.0 PREAMBLE

Marondera University of Agricultural Sciences and Technology (MUASt) is a modern and unique institution of higher learning established through an Act (Chapter 25:29). The University is driven by the vision to be a leading global centre of excellence in the provision of technology driven sustainable green agricultural solutions. Underpinned by its unique core values: Excellence, Diversity, Innovation, Ethics, Ubuntu, Sustainability, Integrity; the University aims at producing globally acceptable and competent graduates grounded in agricultural, entrepreneurial and technological skills through excellence in teaching, research and extension services, innovation and industrialization. The policy shall ensure that all Marketing activities are conducted in a coherent, professional and ethical manner, and that they are consistent with the University's mission, vision, values and objectives. It also sets out guidelines for the Marketing carried out for MUASt, its programmes and services, hence the need to safeguard its reputation and uphold the integrity of its members.

This policy ensures that MUASt adheres to anti-corruption circulars, policies and measures as directed to the attention of the University by other agencies of the State. The policy shall also contribute to the growth, prosperity and inclusive development of the country through promoting good governance buttressed by transparency, accountability, integrity and the rule of law. This policy also acknowledges the responsibility to lead by example in the fight against corruption and to render service with integrity.

1.1 Abbreviations and Acronyms

MUASt	Marondera University of Agricultural Sciences and Technology
CSR	Corporate Social Responsibility
SOPs	Standard Operating Procedures
VC	Vice Chancellor

1.2 Definition Of Terms

The following terms are defined for the purpose of this policy:

- 1.2.1 **Corporate Communication** - communications to the media, public, government or government bodies or other external stakeholders, on issues that have a general campus or University-wide impact or significance or situations that are of a particularly controversial or sensitive nature.
- 1.2.2 **Government Communications** - include communications and submissions with/to government and government agencies.

- 1.2.3 **Official Internal Communication** - communications issued to University staff, either directly from the Vice-Chancellor, or as part of major University-wide initiatives.
- 1.2.4 **Personal Comment** - public statements made by unauthorised individuals in a personal capacity.
- 1.2.5 **Public Comment** - includes speaking engagements, comments on telecommunication and in printed or social media where it might be expected to reach a large audience.
- 1.2.6 **Advertising** - any form of paid information placement provided to the public about the University's courses and services where the University has direct control of the presentation of that information.
- 1.2.7 **Marketing Collateral** - any digital or printed material used to communicate or promote a company's brand message, products or services.
- 1.2.8 **Paraphernalia** - all objects, equipment, apparatus or furnishing used or needed for a particular activity.
- 1.2.9 **Corporate Functions** - are events other than academic classes scheduled as part of the curriculum that are held in a university building or outdoor space on the university campus.
- 1.2.10 **Media Advisory** - a more modern way of announcing and inviting media to attend a newsworthy, special event.

2.0 SECTION A

The policy ensures that there is a defined and effective process to market and promote MUASt, its programmes and associated services in a manner which aligns with the strategic vision and direction of the institution. The presentation of information to both internal and external stakeholders meet all regulatory requirements and is consistent through content and creative execution. It sets out how the University ensures its promotional activities are accurate, ethical and compliant with relevant legislations. It provides a centralized location for coordination and approval to ensure all marketing materials and communications are consistent with the MUASt's approved brand. This policy sets out principles, responsibilities and authorities for marketing activities of MUASt.

2.1 Scope of the Policy

This policy applies to all staff, students and other individuals working on behalf of the University where funds and Intellectual Property are being used to represent MUASt to external audience.

2.2 Regulatory Frameworks

- 2.2.1 Marondera University Act (25:29)
- 2.2.2 MUASt University Ordinance 5
- 2.2.3 Finance Act (23:04)
- 2.2.4 Cyber and Data Protection Act (12:07)
- 2.2.5 Broadcasting Services Act (12:06)

2.3 Objectives of the Policy

- 2.3.1 To ensure that all marketing and communications representing the university is accurate and consistent.
- 2.3.2 To provide guidance on the management of the Marketing processes and procedures both internally and externally.

3.0 SECTION B

3.1 Brand Governance and Corporate Identity

- 3.1.1 The University brand includes:
 - 3.1.1.1 The University's name and how the name is expressed through visual identity.
 - 3.1.1.2 Its tone of voice and how these extend throughout the University's communications.
- 3.1.2 The University brand must be used consistently in all forms of communication.
- 3.1.3 MUASt partners and stakeholders shall be guided in their conduct in association with the University brand by contracts, agreements or Memorandum of Understanding.
- 3.1.4 Any controlled entity that wishes to market its activities in a manner that is different to that of the University's brand governance processes and Brand Guidelines must seek approval from the University.

3.2 Marketing

- 3.2.1 All digital marketing collateral is to be produced in accordance with the MUASt Brand Guidelines.
- 3.2.2 This Policy applies to the production of all print, merchandise, campus branding and signage. Advertising undertaken on behalf of the University shall faithfully reflect its corporate identity.
- 3.2.3 Bookings and placement of any advertisement on behalf of MUASt requires the prior approval of the Director Marketing to ensure brand

- consistency and value for money.
- 3.2.4 Marketing may book and coordinate advertising in media using templates approved by the University.
 - 3.2.5 The University may outsource services for corporate branding and promotional campaigns.
 - 3.2.6 All marketing campaigns and plans for the University must comply with the law relating to advertising standards.
 - 3.2.7 Marketing manages and maintains all supplier relationships with media buying agencies.
 - 3.2.8 Marketing shall regularly run photography and video shoots to ensure that there is up-to-date and relevant imagery and video of the University and other beneficiaries that reflect the MUASt's activities.
 - 3.2.9 Any requests for support with photography and video requests should be directed to Marketing.
 - 3.2.10 Marketing coordinates social media marketing activities for MUASt.
 - 3.2.11 Marketing is responsible for the development and maintenance of the website platform. However, it is the responsibility of respective departments to ensure that the information on their pages is up-to-date and accurate.
 - 3.2.12 Departments working on initiatives or projects that may require the development of microsite website must contact the Marketing Director for guidance and approval.
 - 3.2.13 Staff producing content must follow the MUASt's relevant guidelines and where relevant utilize marketing preferred suppliers to deliver content-related projects.
 - 3.2.14 Web authors and coordinators must be nominated by their cost centre managers and approved by the University.

3.3 Merchandise

- 3.3.1 The Marketing department coordinates production of all official University paraphernalia.
- 3.3.2 The Marketing department works to execute departmental projects on time and at the lowest possible cost at most 20% of the project value. Marketing strives for top-quality production and great service. It is important that departments understand and adhere to outlined policies.
- 3.3.3 All MUASt merchandise is available for purchase through Marketing.
- 3.3.4 Where cost centres wish to design their own branded MUASt merchandise they must seek approval from the Marketing directorate. Final artwork for promotional items must be checked for compliance with corporate identity standards and approved by the Director of Marketing and the

client must sign-off on design and copy before merchandise is sent to the printers.

3.4 Events and Corporate Functions

- 3.4.1 Marketing Directorate shall officiate all university ceremonies, events and functions.
- 3.4.2 A University event must be sponsored by an officially recognized MUASt department, in line with the University's mission and relate directly to the educational goals of the sponsoring department or faculty.
- 3.4.3 **Types of University Events:**
 - 3.4.3.1 **Academic-related Event:** An academic-related activity that is NOT included in the established curriculum of quarterly classes listed at MUASt.
 - 3.4.3.2 **Administrative Event:** An administrative event, including a daily, weekly or occasional gathering and/or meeting by an official department or registered group that would not be open to the public. The focus of these meetings is generally to discuss department or group business and/or do administrative planning. It may include professional training. These gatherings may also be social in nature.
 - 3.4.3.3 **High Impact Event:** An event that is large in scope, usually with an expected attendance of 500 people or more.
 - 3.4.3.4 **Campus Community Event:** An event open only to MUASt students, faculty and staff. This may also qualify as a High Impact, Invitation-only, Administrative or Academic-related event.
 - 3.4.3.5 **Public Event:** An event open to MUASt students, faculty, staff, and members of the public.
 - 3.4.3.6 **Invitation-only Event:** An event open to invited guests only which may include University donor or alumni events, administrative or special-program events.
 - 3.4.3.7 **Professional Networking Event:** An organized event for an industry-specific profession.
- 3.4.4 Marketing in collaboration with the host cost centre to seek approval for the planning and delivery of all MUASt events which may include but not limited to graduation ceremonies, Agricultural show, open days, industry networking events, building openings, centre launches and ministerial visits. However, it is the sole responsibility of the host cost centre to seek approval for the function and for the full implementation of the function, including costs.

- 3.4.5 Marketing directorate assists in appropriate pre-promotion and media coverage of corporate events.
- 3.4.6 If media representatives are to be invited to corporate functions, as guests or in anticipation of the event receiving media coverage, this invitation must be made in consultation with the Director - Marketing.

3.5 Corporate Social Responsibility

- 3.5.1 MUASt supports students and staff who take part in fundraising for community charitable activities for their personal and social development.
- 3.5.2 MUASt encourages stakeholders and local community involvement through offering facilities for community projects.
- 3.5.3 MUASt takes action to improve the environmental sustainability through the improvement of biodiversity.

3.6 Sustainable Marketing

- 3.6.1 Recommendations regarding MUASt marketing activities in all instances must apply sustainable principles including minimising consumption of resources, protection of biodiversity, management of carbon footprint, reuse and recycling of resources, and responsible waste management.
- 3.6.2 MUASt aims to promote brand's sustainability initiatives as part of its marketing campaigns through the following sustainable marketing examples.
 - 3.6.2.1 **Share sustainability content on social media:** The University's social media content that addresses MUASt sustainability efforts regularly should vigorously strive to outperform the brand's other product-based content.
 - 3.6.2.2 **Create personalised, sustainable offerings:** The Marketing department aims to create a custom design webpage that allow customers create their own products.
 - 3.6.2.3 **Promote accessible sustainable product information.** MUASt uses third-party certifications and verifications to make sustainable product information more visible to customers.

3.7 Incoming and Outgoing Sponsorship

- 3.7.1 MUASt may require sponsorship for, but not limited to trade shows, conferences, ceremonies, charity walks or other fundraising events, concerts, performing arts and community events.
- 3.7.2 MUASt welcomes companies wishing to Sponsor a sporting event, team, venue, or individual player as a way to market their brand.

- 3.7.3 MUASt uses four different types of sponsorship in boosting the university's marketing strategy; Financial sponsorship, In-kind sponsorship, Media sponsorship and promotional partners.

Financial Sponsorship: Marketing department shall look for sponsors who wish to donate financial support to receive recognition for doing so. Sponsorship can come in the form of direct payment.

In-kind Sponsorship: Marketing may engage in-kind sponsors.

Media Sponsorship: This promotion can occur as posts on social media accounts, publishing of blog posts, and sharing information via broadcasting, for example, a local TV network may cover the event, providing it with beneficial media coverage.

Promotional Partners: maybe engaged and these include individuals, like social media influencers and bloggers, those who promote an activity or event across various communication platforms.

- 3.7.4 Marketing is responsible for the approval and management of incoming and outgoing sponsorship arrangements on behalf of MUASt. This involves the University seeking out and paying for some or all of the costs associated with a project, program, event or activity in exchange for recognition.
- 3.7.5 Marketing is responsible for the management of incoming sponsorship. It involves an external party approaching MUASt to pay for some or all of the costs associated with a project, program, event or activity in exchange for recognition.
- 3.7.6 No unit across MUASt is permitted to agree to any incoming and outgoing sponsorship arrangements without written approval from the Director Marketing.

3.8 Volunteering and Student Ambassadorship

- 3.8.1 Marketing is responsible for the recruitment of student ambassadors. These are current students who are trained and paid to deliver various activities on behalf of the University. They provide a link between the community and the University by using their own experiences to convey and share their knowledge.
- 3.8.2 No other unit of MUASt is permitted to recruit ambassadors for promotion and marketing purposes.
- 3.8.3 All paid work that a student ambassador undertakes for the University must be approved in writing by Marketing.
- 3.8.4 Marketing is responsible for the management and rostering of student

ambassadors.

3.8.5 Students who are not official student ambassadors are deemed to be volunteers.

3.8.6 Volunteers may be used to communicate with prospective students at recruitment events or engagement activities provided Marketing approves their use in writing and briefs them on MUASt priorities and messages prior to them attending.

3.9 Incoming and Outgoing Donations

3.9.1 Donation includes, but not limited to, a financial donation; a gift of land or real estate; shares; artwork; collections of books; a legacy or bequest; and equipment.

3.9.2 Donors must understand that philanthropic support shall not influence the University's academic freedom. The University shall operate its standard policies and procedures, including recruitment, admissions, procurement, management and governance for all research, teaching and other activities irrespective of any donations received.

3.9.3 The Marketing Department shall maintain a register of incoming and outgoing donations and this shall be presented to the University Council for review annually.

4.0 SECTION C

4.1 Compliance with University Policy

4.1.1 This policy is informed by the relevant Standard Operating Procedures and Guidelines.

4.1.2 Failure to comply with the policy is an act of misconduct which is subject to disciplinary action.

4.2 Monitoring and Review of the Policy

4.2.1 Policies are subject to review after every 4 years.

Approved:

(Vice Chancellor)

Date: 15/07/2025