



"Creating an excellent
college experience"

Date Issued: August 2015	Policy Number:
Revised: October 2016	311
Section:	
Administration	
Subject:	
Marketing Promotions and Events	

Marketing Promotions and Events:

Policy:

This policy is to ensure that all marketing done for USU Dining Services has a direct purpose and facilitates the achievement of set business goals. Marketing and promotional events should not be the business goal, but rather assist in the achievement of pre-existing quantifiable objectives. Promotional events will be organized and analyzed by the individual operations, the marketing coordinator, and the Executive Director to establish that all marketing has clear objectives, measureable and quantifiable results, and adds value to the organization and its customers. All marketing efforts will be coordinated thru the Dining Services' Marketing Coordinator.

Procedure:

Meetings:

Residential:

All operations will meet with the marketing coordinator as appropriate (minimum of bi-monthly) to discuss possible marketing opportunities, including but not limited to:

1. Promotions
2. Events
3. Website Info & Updates
4. Areas of Improvement
5. Social Media Plans

Retail:

The marketing coordinator will meet with each retail operation at the beginning of each semester, as well as the Assistant Director of Retail Operations will meet as appropriate (minimum of monthly) to discuss all Retail Operations marketing opportunities, including but not limited to:

1. Promotions
2. Events
3. Website Info & Updates
4. Areas of Improvement
5. Social Media Plans

University Catering and The Skyroom:

The Catering and Skyroom Marketing team will meet with the marketing coordinator as appropriate to discuss possible marketing opportunities, including but not limited to:

1. Promotions
2. Events
3. Website Info & Updates
4. Areas of Improvement
5. Social Media Plans

Dining Services:

The Executive Director, Graphics Designer and Marketing Coordinator will meet weekly to review current marketing plans, evaluate completed marketing efforts and review status of Graphics Design work.

Procedure for Marketing Planning:

Residential:

1. Identify a business goal or area you would like to improve in that would benefit from marketing.
 - a. Please try to keep these areas of improvement data driven.
2. The Operations Managers will fill out the following online form:
 - a. http://usubusiness.co1.qualtrics.com/SE/?SID=SV_6P4LXD3HYTFcUM5
 - b. Fill out the online form to describe the marketing event/promotion in conjunction with your business goals. This form will also give you the opportunity to request graphic design work for this promotion or event.
 - i. A minimum of 3 weeks is preferred by the marketing coordinator for large events or promotions.
 - ii. Smaller events and promotions need to be submitted to the marketing coordinator 10 days in advance.
 - iii. Operations managers can also meet with the marketing coordinator directly to fill out the marketing event form together.
3. The Executive Director, the graphics design team, and the Marketing Coordinator will receive a copy of your online submission. You will also receive a copy of your online submission delivered to your email for personal record keeping
4. The Marketing Coordinator will schedule a meeting for planning and execution if necessary.
5. The Marketing Coordinator will work closely with the operations team to execute all advertising plans.
6. After the event/promotion the Marketing Coordinator, Dining analyst, and the operations team will meet to evaluate the success of the marketing event as well as what could be improved for next time.
7. All forms will be placed in a Box folder for the marketing event for review the following year.

Retail:

8. Identify a business goal or area you would like to improve in that would benefit from marketing.
 - a. Please try to keep these areas of improvement data driven.
9. The Operations Managers will fill out the following online form:
 - a. http://usubusiness.co1.qualtrics.com/SE/?SID=SV_6P4LXD3HYTFcUM5
 - b. Fill out the online form to describe the marketing event/promotion in conjunction with your business goals. This form will also give you the opportunity to request graphic design work for this promotion or event.
 - i. A minimum of 3 weeks is preferred by the marketing coordinator for large events or promotions.

- ii. Smaller events and promotions need to be submitted to the marketing coordinator 10 days in advance.
 - iii. Operations managers can also meet with the marketing coordinator directly to fill out the marketing event form together.
- 10. The Executive Director, the Assistant Director of Retail Operations, the graphics design team, and the Marketing Coordinator will receive a copy of your online submission. You will also receive a copy of your online submission delivered to your email for personal record keeping
- 11. The Marketing Coordinator will schedule a meeting for planning and execution if necessary.
- 12. The Marketing Coordinator will work closely with the operations team to execute all advertising plans.
- 13. After the event/promotion the Marketing Coordinator, Dining analyst, and the operations team will meet to evaluate the success of the marketing event as well as what could be improved for next time.
- 14. All forms will be placed in a Box folder for the marketing event for review the following year.

University Catering/ Skyroom:

- 1. Identify a business goal or area you would like to improve in that would benefit from a marketing event or promotion.
 - a. Please try to keep these areas of improvement data driven.
- 2. The Operations Managers will fill out the following online form:
 - a. http://usubusiness.co1.qualtrics.com/SE/?SID=SV_6P4LXD3HYTFcUM5
 - b. Fill out the online form to describe the marketing event/promotion in conjunction with your business goals. This form will also give you the opportunity to request graphic design work for this promotion or event.
 - i. A minimum of 3 weeks is preferred by the marketing coordinator for large events or promotions.
 - ii. Smaller events and promotions need to be submitted to the marketing coordinator 10 days in advance.
 - iii. Operations managers can also meet with the marketing coordinator directly to fill out the marketing event form together.
- 3. The Executive Director, the graphics design team, and the Marketing Coordinator will receive a copy of your online submission. You will also receive a copy of your online submission delivered to your email for personal record keeping.
- 4. The Marketing Coordinator will schedule a meeting for planning and execution if necessary.
- 5. The Marketing Coordinator will work closely with the operations team to execute all advertising plans.
- 6. After the event/promotion the Marketing Coordinator, Dining analyst, and the operations team will meet to evaluate the success of the marketing event as well as what could be improved for next time.
- 7. All forms will be placed in a Box folder for the marketing event for review the following year.