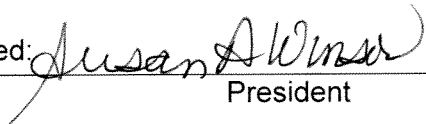



**AIKEN TECHNICAL COLLEGE
POLICY**

Policy Title: MARKETING COUNCIL	Policy Number: 2-4-102
Institutional Authority: President	
Associated SBTCE Policy:	
Associated ATC Procedure:	

Approved: 
President


Commission Chairperson

Date Adopted: 07/01/2004
Date Revised:

It is the policy of Aiken Technical College to design strategies to enhance its public image, increase its visibility in the community and attract new students to its campus. The Marketing Council will identify problems and opportunities related to those strategies. The Marketing Council will focus on messages sent to the general public, internal messages received by prospects entering the College, and the messages received from the student body.

Policy Review		
Review Date	Reviewed By	Date Completed
07/01/2007		
02/11/2011		