



# MARION MILITARY INSTITUTE

## ADVANCEMENT OFFICE



Marion Military Institute (MMI) maintains the following policy for the college's advertising and marketing:

- MMI's Office of Institutional Advancement provides guidance for all forms of advertising and marketing representing the college with the Public Information Officer (PIO) serving as the lead.
- MMI adheres to a truth in advertising standard and will produce promotional materials that accurately portray the college's programs, services and outcomes. Misleading, deceptive, or exaggerated claims are strictly prohibited.
- All advertising/marketing purchased by any MMI department (excluding personnel listings placed by Human Resources), must be approved prior to release by the Office of Institutional Advancement.
- MMI faculty & staff are required to follow MMI's Brand Standards Guide for producing both internal and external marketing materials, whether digital or print.
- The PIO handles media relations for MMI and subsequently pursues relevant news coverage in order to more extensively market the college.
- Content shared on MMI's official website and any of the college's social media channels will adhere to the same advertising/marketing standards noted above.