

# STOCKTON UNIVERSITY



## PROCEDURE

### Advertising

Procedure Administrators: Executive Director of University Relations and Marketing  
Authority: N.J.S.A. 18A:64-8  
Effective Date: January 29, 1975, May 8, 1981, November 5, 2009, October 20, 2010, January 13, 2020  
Index Cross-References: Procedure 6101  
Procedure File Number: 1011  
Approved By: Harvey Kesselman, President

### Advertising for Open Positions

#### Advertising for Faculty Positions

The Office of the Provost in collaboration with the Office of Human Resources will place all advertising for open faculty positions, in accordance with Procedure 6101. All advertising copy for faculty position must be approved by the Provost or designee.

#### Advertising for Staff Positions

The Office of Human Resources will place all advertising for classified, unclassified and managerial staff positions, in accordance with Procedure 6101. All advertising copy for staff position must be approved by the Search Committee Chair or designee.

### Other Advertising

All other University advertising shall be coordinated by and placed through the Office of University Relations & Marketing ("URM").

- Prior to submitting a request to URM for advertising services, the request shall be approved by the appropriate requestor's Budget Unit Manager.
- All requests for advertising shall be submitted to URM through the [Service Request Form](#).
- URM staff will consult with the Department/School requesting the advertising to (a) confirm that funds are available in the applicable budget, (b) coordinate the development of the advertising format, and (c) negotiate with vendors for placement of the advertising. URM will be responsible for sending the

advertisement to the vendor and any necessary communications between the University and the vendor.

- Prior to placing the advertisement, URM will coordinate a budget transfer request between URM and the Department/School requesting advertising to secure funds in the URM Marketing Budget to pay the costs of the advertising. Once the funds are transferred, URM will proceed with the vendor to place the advertisement and process payment of the vendor's invoice.

Review History:

	Date
Executive Director of University Relations and Marketing	10/09/2019
General Counsel	12/20/2019
Cabinet	01/09/2020
President	01/13/2020