

**Marketing Advisory Committee**

**Terms of Reference/Functions**

The Marketing Advisory Committee exists to:

* Undertake comparative marketing research.
* Develop a marketing strategy that is supportive of the Mission and Vision of Amity.
* Choose, plan and implement the associated marketing tactics to fulfil the marketing strategy.
* Review the effectiveness of the strategies and the tactics.
* Maintain the marketing budget.
* Approve marketing material before publication.
* Report to the Amity Executive Team.

**Membership**

The Marketing Advisory Committee current comprises:

* Head of Marketing Unit
* Principal
* Academic Director
* Marketing & Recruitment Administrator
* Programme Leaders
* Administrator (as record keeper)
* An External Advisor
* Head of Student Services
* Head of Compliance
* Student Representative (if required)

**Modus Operandi**

Quorum: 50% of total members. Agenda, minutes, papers published on ALE.

**Frequency of meetings**: The Marketing Advisory Committee is meeting once per month or as required.