

**The Regulations of the Representative Board of
LEPL – Akaki Tsereteli State University
№166**

**On Approving the Regulations of the Marketing, Project and Event Management Service
of LEPL – Akaki Tsereteli State University**

Kutaisi

28 February, 2018

According to paragraph ‘c’, article 13, of the Statute of the University approved by the order of the Minister of Education and Science of Georgia on “Approving the Statute of Legal Entity of Public Law - Akaki Tsereteli State university” dated by the year 2013, #132/N, the Representative Board of Akaki Tsereteli State University enacts:

1. The Regulations of the Marketing, Project and Event Management Service of the Legal Entity of Public Law – Akaki Tsereteli State University shall be approved in the presented form.

/The Regulations are attached/

2. The Regulation shall be uploaded on the university web-site and placed on the notice board in the place available for everyone in the open form so that to make sure it is public and available for everyone interested in it.

3. The Regulation shall be in force immediately after its announcement.

**Speaker of the Representative Board:
Prof. Sulkhani Kuprashvili**

**The Regulations of the Marketing, Project and Event Management Service of
LEPL – Akaki Tsereteli State University**

Article 1. General Provisions

1. The Regulations of the Marketing, Project and Event Management Service (hereinafter referred to as – the “Regulations”) of the Legal Entity of Public Law (LEPL) - Akaki Tsereteli State University (hereinafter – the “University”) is designed in accordance with the Law of Georgia on “Higher Education”, the order of the Minister of Education and Science of Georgia on “Approving the Statute of LEPL – Akaki Tsereteli State University” dated by September 9, 2013, #132/N (hereinafter – “The Statute of the University”) and other legislative and statutory acts.
2. The Regulations define the status, functions and objectives, competence, authority, liability, accountability, the structure and the management system of the Marketing, Project and Event Management Service (hereinafter – the “Service”), and regulate other relations connected with the Service activities.
3. The Regulations of the Service shall be discussed by the Administration and approved by the Representative Board of the University.
4. The functions and objectives defined by these regulations represent the main directions of the Service activities.

**Article 2. Status of the Service, Main Directions of Activities,
Responsibilities and Accountability**

- 2.1 The Service is a support structural unit of the university.
- 2.2. The Service acts according to the Law of Georgia on “Higher Education”, the Statute of the University, other legislative and statutory acts, decisions made by the governing bodies of the university and these regulations.
- 2.3. The Service is responsible for implementing the assumed objectives and functions and is liable to the Rector of the university.
- 2.4. The Service is financed by the university budget.

Article 3. Structure and Governance of the Service

- 3.1. The structure of the Service is designed by the university administration and approved by the Representative Board of the university;

- 3.2. The Service is generally led by the Rector of the university, and directly it is managed by the Head of the Service;
- 3.3. “The Service” includes the following structural units and positions: Head of the Department, Chief Specialist (in the field of events management), Specialists -2 (two); Chief Specialist (in the field of Marketing Research and Projects), Specialists - 3 (three), in Web Site Management Group - Team Leader, Editor of the Web Site, Specialist.
The internal positional structure of the “Service” is attached to the regulations.
- 3.4. The Service is guided by the Head of the Service, who is appointed and dismissed from the position by the Rector of the University.
- 3.5. The Head of the Service is accountable to the Rector of the university.

Article 4. Goals of the Service

- 4.1 The main goals of the Service are:
 - a) Creation / strengthening of an attractive and positive image of the university, designed for the target audience, branding of the university, improving the style of the brand;
 - b) Development of the corporate culture in the university;
 - c) Studying the needs of the customers (involved parties) regarding the services offered by the university and providing relevant recommendations;
 - d) Promoting awareness of educational programs;
 - e) Facilitating involvement of the university community in various activities of the university.
 - f) Ensuring publicity of various planned or implemented events in the university, providing informational support .

Article 5. Functions and Responsibilities of the Service

- 5.1 Coordination of the work on strategic and action plans of the University;
- 5.2 Monitoring of implementation of the measures envisaged by the Strategic Plan and preparing report;
- 5.3 Organizing and conducting marketing research in order to identify level of satisfaction, need and advantages of the parties involved, to improve offered services and study public opinion on the services provided by the university, to study demands and needs of the labor market and employers;
- 5.4 Conduct periodic monitoring to study the situation in the structural units of the University ,if required, organizing marketing research demanded by the university structural units;
- 5.5 Development and implementation of various marketing projects and programs;
- 5.6 Facilitating Faculties and Structural Units in planning and implementation of different projects and events, providing their informational and organizational support;
- 5.7 Improving the quality of the university style, preparation of imagery ,informational and souvenir products;
- 5.8 Development and management of official web-pages of the university (website, social networks);

- 5.9 Ensuring publicity of planned or implemented events of the university, providing their informational support, creation of the photo and video archive;
- 5.10 Finding, reviewing, and archiving the information (TV and radio broadcasting, press and Internet) in various media outlets relating to activities and events of the University;
- 5.11 Coordination of participation of university representatives in various exhibitions, presentations, educational fairs for the purpose of informing consumers and promotion of the university services;
- 5.12 Organizing various marketing events (scientific picnic, open days, educational exhibitions, employment forums, etc.) in order to increase the popularity of University in society.
- 5.13 Planning / organizing meetings of the society members with the university administration representatives, organizing press conferences, briefings, interviews and other thematic events.
- 5.14 Designing projects oriented on students, entrants, employees and other target audience;
- 5.15 Within its competence, drawing up proposals.
- 5.16 Carrying out various tasks of the Rector /Head of Administration.

Article 6. The Authority and Responsibility of the Service

- 6.1. Coming out from the functions and objectives of the Service, the unity of the vested powers of the Service and its staff represent the competence of the Service;
- 6.2. While implementing the entrusted functions and objectives, the Service is authorized to:
 - a) take measures in order to implement the functions and objectives of the Service;
 - b) within the competence, require information from the university educational and support structural units;
 - c) conduct research in the university's educational and supportive structural units, to study the level of satisfaction of the parties involved, and submit results to the University Rector/ Academic Council;
 - d) Within the the competence, plan and implement various activities and projects (scientific picnics, open days, educational exhibitions, employment forums, etc.).
- 6.3. The Service is responsible for:
 - a) impemenatation of the functions and objectives defined by these regulations;
 - b) accomplishing tasks of the university management;
 - c) maintenance of the transferred property.

Article 7. The Service Staff

- 7.1. The rule for accepting the service personnel is defined by the labor law and the common law on accepting the support personnel at work approved by the Representative Board of the university.
- 7.2. The labor relations of the Service staff are defined by the written work contract .
- 7.3. Thework description of the Service staff and the instructions on their activities are attached to these regulations.

Article 8. Conclusive Provisions

- 8.1. Declaring these regulations or a part of these regulations void or invalid, making amendments or/and supplementations to this document, can be conducted by the Representative Board of the university;
- 8.2. The issues of the Service work, which are not settled by these regulations, are arranged by the Statute of the University.

Positional Structure of the Marketing, Project and Event Management Service

