



Policy #8-08

The University Park Undergraduate Association (UPUA)

of the 2008 - 2009 Session

November 12th, 2008

Be it Enacted by the Association, will be brought to the floor by 2/3s vote

Policy

Funding of Marketing Campaign for Online Book Swap

(Decided: [25/0/1])

Nature of the Problem:

On November 17th, 2008 the Online Book Swap will officially launch. In order for it be effective it is important that from the beginning there is a strong marketing push from the UPUA. Currently there are no funds allocated to making this a reality. It is essential that are Marketing and Media Departments of the UPUA have the funds to execute a successful start to the program.

Code/Procedure:

The marketing and media departments of UPUA will lead up this marking effort in conjunction with the Academic Affairs Committee of the UPUA.

The UPUA allows for the following allocation of funds for Marketing Purposes, in addition the UPUA will allow the following amount of column inches to be allocated for the Fall Semester.

- \$500 maximum to be used in direct marketing including but not limited to campus mailbox flyering and table handouts throughout the fall semester.
- 20 column inches for advertising

In addition the UPUA may also seek further funding from outside units of the university. If it is deemed necessary additional funding may be brought to the floor next semester.

Respectfully Submitted,
Gavin Keirans,
UPUA President

Committee Vote:

Signature of Assembly Chairman:

 [President]

Affirm
 Veto