

## **Public Relations and Marketing**

### **Public Relations**

The Public Relations Office is a prominent administrative unit at Sur University College. It plays an important role in dealing with individuals and groups both inside and outside the college. It provides a service by giving the public and the media a better understanding of how SUC works. It focuses on the credibility and transparency delivered to the public about SUC. It also identifies SUC's role in the community via different mass media.

The marketing office has an important role on presenting SUC's image to its public. It promotes SUC activities, programs, and social contributions to the public. It is to promote the college through participating in various exhibitions and festivals such as the Ministry of Higher Education exhibitions. It also presents the college activities and academic programs through field visits to schools and private and government institutions.

### **Vision:**

View SUC as responsive and supportive to its community by providing opportunities for collaboration, education, and the promotion of the academic standards.

Recognize Sur University College as a distinguished and leading college that has a major impact on the community.

Enhance and strengthen the link between the college and its public and maintaining a consistent excellent image for Sur Univ **Vision:**

Increase SUC's reputation and its occupancy in the existing market.

### **Mission:**

Promote the college nationally, regionally, and globally.

To help the college in:

Educating and increasing students' knowledge in an innovative learning environment.

Providing updated research, consultancy and integrating with education in an inclusive environment. Providing the college services and facilities to improve community services.

Creating and maintaining the linkage between the college members and the surrounding community. It also clarifies any mysteries or negative perceptions to the public.

Presenting SUC activities and social contribution to its community, and Providing the college services and facilities to improve community services.

### **Goals:**

The office major goals are:

1. Highlighting the role of Sur University College on both educational and academic status while at the same time showing its achievements.
2. Enhancing the reputation of Sur University College.
3. Presenting Sur University College goals, objectives, activities and social contributions to its community.
4. Working as the mirror which reflects Sur University College with credibility and transparency.

### **Activities:**

Public Relations Office works with different activities as the following:

- Help in preparing and updating news letters, brochures, press releases and websites.
- Help in organizing conferences, seminars, interviews and preparing exhibitions inside and outside the college.
- Help in collecting information for annual reports.
- Coordinating with the admission and registrations departments and the students' affairs to hold graduation ceremonies.
- Following up with what has been published in the press and newspaper about topics and news concerning the college and preparing a daily press file.
- Help in planning for the college events and activities that are scheduled to be held in a particular time.
- Preparing the official visits of guests of SUC and arranging meetings.
- Welcoming guests and introducing the departments of Sur University College.
- Collecting photos of the college activities and its departments.
- Welcoming guests and accompanies them while they are touring inside the college.

- Help in producing different publications such as the student guide, year book and the college website.
- Promoting the college and its services among all stakeholders including internal and external stakeholders.
- Participating and Promoting SUC in various exhibitions such as the Higher Education Institutions Exhibition.
- Organizing visits to schools, private and government institutions.