

Name: **Faculty of Science Policy on Advertising Courses**

Origin: Science Curriculum Committee and Science Executive

Approved: March 27, 2015, Faculty of Science Executive

Issuing Authority: Dean of Science

Responsibility: Dean of Science

Revision Date(s): N/A

Effective Date: April 10, 2015

On occasion, Units (Departments/Program/Division) may wish to draw attention to a new course offering, to a Special Topics course offering, or to a current course that is offered infrequently due to rotation or prior archiving. To this end, Units may choose to notify their majors students directly through email with this information. Units may also/instead create letter- or tabloid-sized posters (electronic and/or paper) for the purpose of communicating to their majors and/or to a wider audience. The purpose of this policy is to ensure that the intended recipients, the Unit, and the Faculty are best served by this form of communication. A poster that promotes or advertises a Saint Mary’s University Faculty of Science course must include a minimum set of required information, and the poster must appear appropriately affiliated with the Faculty of Science and the University. The Science Communication Officer can assist with the poster design, creation, and the addition of Faculty of Science Unit logo to produce a professional-quality poster that meets the University communications standards.

* The poster must include:
* Course code and full title of the approved course
* All prerequisites
* Semester offered and class schedule (day/time) or TBA if not yet confirmed
* Any special course delivery modes (e.g., web course, field)
* Indication of any special requirements (e.g., extra fees may apply, travel to off-campus location)
* The 50-word (max) approved new course description, or a 50-word (max) condensed version of the current course description. A link to the Unit’s website can be included on the poster where more details (including a longer course description) are listed.
* Contact info should be a general SMU email address of the Unit (e.g., [chemistry@smu.ca](mailto:chemistry@smu.ca)) which can be automatically directed to a selected email recipient (e.g., Unit Secretary). Personal email addresses, including that of the planned Instructor, should not be used.
* A related high-resolution image or picture that the Unit chooses to include
* Current Saint Mary’s University Faculty of Science Unit logo

A draft poster (in an editable electronic format) should be received\* by the Dean of Science Office from the Department Chair/Program Coordinator/Division Director via email. Approved posters receive an additional stamp and are returned electronically.

* The poster must be approved by the Dean of Science

\*All correspondence may be directed to the current Faculty of Science Communications Officer at *jen.wheatley@smu.ca*.