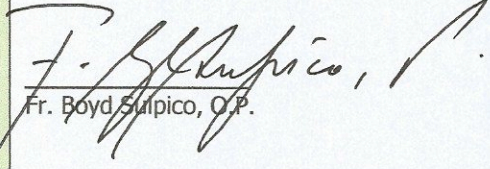


Policy No:	ADM-POL-FAD-0001
Policy Title:	Product Promotion Policy
Implementation Procedure:	
Date of Issuance:	September 3, 2012
Effectivity:	September 3, 2012 to present
Page Number:	One (1)
Office of Origin: (Policy Expert)	Office of the Vice President for Financial Affairs (VPFA)
"Supersedes" Notification:	
Purpose of Policy:	The policy is designed to establish the Colegio's rules on product promotion.
Detailed Policy Statement:	<ul style="list-style-type: none"> • The Colegio allows private companies who intend to consider the Colegio as a target market for their product promotion. • Product promotion is limited on the distribution of free product samples and other promotional tools to students and employees. • A formal letter of request addressed to the Director of the Public Affairs Office should be submitted. • The PAMD endorses all requests to the VPFA. • The VPFA holds the final approval. • The company is expected to abide by the terms and conditions assigned by the Colegio.
Applicability:	All private companies
Policy Approval Authority:	Vice President for Financial Affairs
Related Policies or References	
Definition:	
Prepared by	Planning, Funding and Development Office
Approved by	 Fr. Boyd Sulpico, O.P.
Date of Approval	

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