

	<h1 style="text-align: center;">Marketing</h1> <h2 style="text-align: center;">Quality Plan</h2>		<b>Document Number:</b>  QP-SS-13.01
	<b>Department:</b> Marketing	<b>Effective Date:</b> July 12, 2024	<b>Revision No</b> 1

QUALITY PLAN - Marketing						
Key Support Service Process Name (2Ps/ Guideline Title)	Item to be Controlled	Dimension (Timeliness, Quality, Cost)	Standard	Person Responsible	Control Methodology	Procedure Code or Other Type of Docs
Marketing Department Supported Company and Customer Events	Approved Event Plan	Quality, Cost	<p>Event Sponsorships shall be endorsed by Marketing and Research Manager and approved by SVP and President.</p> <p>Event plan whether internally generated or external sponsorship must be reviewed by a Marketing Peer.</p> <p>Event plan whether internally generated or external sponsorship must be reviewed and approved by Marketing and Research Manager and SVP.</p> <p>Approvals may be in the form of signed document, email, Viber messages, text messages or any other form that may substantiate approval.</p>	Marketing Officer/Marketing and Research Manager	Ensure all draft event plan is approved by SVP and President	Event Plan 2P-SS-13.01
Corporate Communications and External Affairs	Approved Final Publicity Material	Quality, Cost	<p>Designs must be always be reviewed by a Marketing Peer.</p> <p>Designs must be reviewed and approved by Marketing and Research Manager and may be immediately posted.</p> <p>If needed based on nature of publicity material (write up in nature) must be reviewed and approved by SVP and may be immediately posted.</p> <p>If deemed needed further necessary based on nature of publicity material (write up in nature) must be reviewed and approved by President and may be immediately posted.</p> <p>Approvals may be in the form of signed document, email, Viber messages, text messages or any other form that may substantiate approval.</p>	Marketing Officer/Marketing and Research Manager	<p>Ensure all final publicity material is approved prior cascading/released to concerned personnel/department</p> <p>Constantly reminding of concerned approver</p>	Approved Final Publicity Material 2P-SS-13.02

**DDC: This Document is already Approved and Posted on Intranet.**

*Please refer to printed files for signatures of approvers.*

**Any printed and saved copy of this document is considered uncontrolled**

	<b>Marketing</b>  <b>Quality Plan</b>		<b>Document Number:</b>  QP-SS-13.01
	<b>Department:</b> Marketing	<b>Effective Date:</b> July 12, 2024	<b>Revision No</b> 1

QUALITY PLAN - Marketing						
Key Support Service Process Name (2Ps/ Guideline Title)	Item to be Controlled	Dimension (Timeliness, Quality, Cost)	Standard	Person Responsible	Control Methodology	Procedure Code or Other Type of Docs
Support to Internal Customers	Approved Marketing Material	Quality, Cost	<p>Designs produced must be reviewed by a Marketing Peer.</p> <p>Designs must be reviewed and approved by the Marketing and Research Manager</p> <p>Designs must be reviewed and further be given final approval</p> <p>After all approvals, if there is physical production, the BU requestor will process production with Material Management Department.</p> <p>Approvals may be in the form of signed document, email, Viber messages, text messages or any other form that may substantiate approval.</p>	Marketing Officer/Marketing and Research Manager and concerned approver	Designing of marketing materials for internal projects as well as creation of marketing materials for presentation to external partners must be reviewed and approved prior cascading/released to concerned personnel/department and production (if any)	Approved Marketing Material 2P-SS-13.03
Preparations of Monthly Research Outputs	Final Research Outputs	Quality	<p>Outputs must be reviewed and approved by Marketing and Research Manager.</p> <p>Designs must be reviewed and approved by the SVP if output is complex.</p>	Marketing Officer/Marketing and Research Manager and concerned approver	Ensure all research output is approved prior cascading/released to concerned personnel/department	Final Research Outputs 2P-SS-13.04

**DDC: This Document is already Approved and Posted on Intranet.**

*Please refer to printed files for signatures of approvers.*

**Any printed and saved copy of this document is considered uncontrolled**

	<b>Marketing</b>  <b>Quality Plan</b>		<b>Document Number:</b>  QP-SS-13.01
	<b>Department:</b> Marketing	<b>Effective Date:</b> July 12, 2024	<b>Revision No</b> 1

Preparation of other Reports	Marketing Reports ( Leaders' Meeting Report (LM), Management Committee Report (ManCom), Annual Budget, Strategic Planning Reports)	Quality	Outputs must be reviewed and approved by the Marketing and Research Manager.  Designs must be reviewed and approved by SVP for ManCom and Budget Reports.  Approvals may be in the form of signed document, email, viber messages, text messages or any other form that may substantiate approval.	Marketing Officer/Marketing and Research Manager and concerned approver	Marketing reports such as but not limited to the ff: -Leaders' Meeting Report (LM) -Management Committee Report (ManCom) -Annual Budget -Strategic Planning Reports  must be reviewed and approved prior cascading/released to concerned personnel/department and production (if any)	Marketing Reports ( Leaders' Meeting Report (LM), Management Committee Report (ManCom), Annual Budget, Strategic Planning Reports)  2P-SS-13.06
------------------------------	--	---------	--	---	---	---

**DDC: This Document is already Approved and Posted on Intranet.**

*Please refer to printed files for signatures of approvers.*

**Any printed and saved copy of this document is considered uncontrolled**