

Brief	This policy is design to define the approval workflows and authority level of Marketing department.				
Purpose	To ensures that the correct individuals are involved in decision making at the appropriate time.				
Persons Affected	All departments in KSA / IBU				
Procedure:	The below authority matrix provides the rules for routing an approval task through Marketing process based on the different conditions.				
	Particulars	Marketing Manager	Director Sales & Marketing	Managing Director	CEO
	Social Media Posts	x	x		
	Website Editing	x	x		
	Artwork / Visual Designs	x	x		
	Presentations	x	x		
	Press Release	x	x	x	x
	Advertising	x	x	x	
	Copy Writing	x	x		
	Merchandising Gifts	x	x	x	
	Marketing Research	x	x		
	Packaging Materials	x	x		
	Marketing Campaigns	x	x	x	
General	<ul style="list-style-type: none"><li>Any exception to this policy must be approved by the Director Sales &amp; Marketing.</li></ul>				