

Marketing Information and Practices

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Responsibility for review:	Director, International Marketing and Pathways
Related policies or other documents:	UNE Advertising Policy
	UNE Communication Policy
	UNE: International Student Transfer Between Registered Providers
	UNE Media Policy
	UNE Branding Guidelines
	IPM: Project Team Roles
	IPM: International Marketing and Pathways Responsibilities
	IPM: Marketing and Public Affairs Responsibilities

Rationale and Scope

The revised National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students (National Code 2007) requires UNE to demonstrate its compliance with the National Code 2007 at the point of CRICOS registration and throughout its CRICOS registration period.

This compliance requirement also applies to courses delivered in association with another provider where UNE is the registered provider. UNE is responsible for breaches of the National Code, whatever the nature of its contractual or other arrangements with another provider.

Standard 1 of the National Code 2007 requires compliance with obligations relating to marketing information and practices.

UNE must ensure the marketing of its education and training services is undertaken in a professional manner and maintains the integrity and reputation of the industry and registered providers.

All marketing and other material for students (in both print and electronic format) must clearly identify UNE's registered provider's name and CRICOS number. UNE courses delivered under an arrangement with a domestic partner must show UNE as the registered provider, together with UNE's CRICOS number and the course(s) must have separate CRICOS codes.

UNE must not give false or misleading information or advice in relation to:

- claims of association between providers;
- the employment outcomes associated with a course;
- automatic acceptance into another course;
- possible migration outcomes; or
- any other claims relating to the registered provider, its course or outcomes associated with the course.

UNE is also prohibited from actively recruiting a student where this clearly conflicts with its obligations under UNE procedure for *International Student Transfer Between Registered Providers*.

For the purposes of this policy, marketing information and practices includes verbal statements, claims or information provided by UNE staff or staff of domestic partners, written or electronic promotional and other student materials, as well as the behaviour and actions of staff members of UNE or domestic partners in representing or promoting UNE courses.

Promotional and other student material is defined as:

Information or material that is directly provided to, or generally accessible by potential international students, whether in Australia or overseas, for recruitment purposes.

Marketing and promotional material may include but is not limited to:

<ul style="list-style-type: none">• print advertising• banner advertising• e-mail• leaflets and brochures• posters• newsletters• videos• information provided on CD ROM VCD	<ul style="list-style-type: none">• broadcast advertising• multimedia presentations• instant messaging services• forms• corporate display material• handbooks• websites• podcasts.
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Procedure

1. Marketing and promotional material produced by UNE

1.1 Promotional and marketing material must be checked for compliance against the International Marketing and Pathways (IM&P) International Marketing Checklist and signed off by the Director, IM&P or their nominee. The completed International Marketing Checklist is to be filed with a copy of the marketing or promotional material.

1.2 All claims made in promotional and marketing material are required to be documented in the IM&P International Marketing Data Register.

1.3 An audit of the IM&P International Marketing Checklist and International Marketing Data Register is undertaken annually by the Director, IM&P.

2. Marketing and promotional material produced by a UNE domestic partner

2.1 The IPM Team Leader is responsible for forwarding marketing and promotional material produced by UNE's domestic partners for the purposes of promoting UNE to both the Director of International Marketing and Pathways and the Branding Officer, Marketing and Public Affairs, as specified by *IPM: Project Team Roles*, *IPM: International Marketing and Pathways Responsibilities*, and *IPM: Marketing and Public Affairs Responsibilities*.

2.2 The Director, IM&P or their nominee, checks all marketing and promotional material forwarded under clause 2.1 for compliance against the IM&P International Marketing Checklist. The completed International Marketing Checklist is returned to the IPM Team Leader to be filed with a copy of the marketing or promotional material.

2.3 All claims made in promotional and marketing material about UNE by domestic partners are required to be documented in IM&P's International Marketing Data Register. Authenticated access (data entry only) will be provided to domestic partners.

2.4 A full audit of the promotional and marketing materials of all UNE domestic partners is to be undertaken by the Director, IM&P on an annual basis.

3. Promotions and marketing practices adopted by UNE

3.1 The Director, IM&P or their nominee, will ensure that Australian Diplomatic missions and relevant education agencies offshore are fully cognisant of UNE's involvement in promoting and marketing and delivery of education to international students and that such involvement meets all official in-country rules and regulations.

3.2 The International Marketing Strategy/Plan shall be developed by the Director, IM&P and disseminated to the Marketing and Communications Officer and other relevant staff members in IM&P for action.

3.3 All staff representing UNE in overseas promotional activity to attract full-time international students to UNE must be briefed by the Director, IM&P or their nominee, prior to departure.

3.4 A report on the outcome of each promotional activity undertaken by a UNE staff member shall be provided to the Director IM&P no later than two weeks after the event.

4. Promotions and marketing practices adopted by UNE's domestic partners

4.1 Domestic partners will submit their marketing strategy/plan for the marketing and promotion of all UNE programs to the IPM Team Leader.

4.2 All staff of UNE's domestic partners, representing UNE in overseas promotional activity to attract full-time international students to UNE, must be briefed by the domestic partner's Director, of Marketing or equivalent, prior to departure.

4.3 A report on the outcome of the promotional activity is submitted through the IPM Team Leader to the Director, IM&P later than two (2) weeks after the event/activity.

5. Review

5.1 A review of procedures is undertaken annually by the Director, IM&P.

Approval signature

11/7/02
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Date


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Deputy Vice Chancellor (Development and International)

ANNEXURES:

- IM&P: International Marketing Checklist
- IM&P: International Marketing Data Register
- Provision of Education to International Students: Code of Practice and Guidelines for Australian Universities, Australian Vice-Chancellors' Committee, April 2005

