

## MARKETING AND STUDENT RECRUITMENT POLICY AND PROCEDURE

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| Related Documents          | GCA Agent Management Policy<br>GCA International Student Support Services Policy<br>GCA Student Welfare Policy<br>GCA Transfer between Registered Providers Policy<br>UBSS Course Admission Policy<br>UBSS Course Delivery by Third Party Providers Policy and Procedures<br>UBSS Course Transfer, Exit and Change of Major Policy<br>UBSS Credit Transfer Policy<br>UBSS Student Academic Records Management Policy |
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| Approved by                | UBSS Academic Board May 2018   |
| Version                    | V3   |
| Responsible Officer        | Dean   |
| References and Legislation | National Code of Practice for Providers of Education and Training to Overseas Students 2018  |

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## 1 Context

The purpose of this policy is to ensure the Universal Business School Sydney (UBSS) marketing activities, and the use of UBSS brand are aligned with UBSS's strategic and corporate plan. Adherence to this policy and procedure will ensure that all marketing activities reflect a positive and consistent image for UBSS, in keeping with the institution's values.

## 2 Scope

### 2.1 Rationale

This policy and procedure applies to all UBSS staff and external parties undertaking activities on behalf of UBSS and its wholly owned subsidiaries. This includes the implementation of any marketing activity or the development and distribution of any marketing product that is representative of UBSS and its wholly owned subsidiaries and third party providers including but not limited to all persons undertaking marketing, recruitment, promotional, engagement or corporate activities on behalf of UBSS.

### 2.2 Legislative Context

- The Higher Education Support Act 2003 (Cth) (HESA)
- Tertiary Education Quality and Standards (TEQSA) Act 2011 (Cth);
- Higher Education Standards Framework (Threshold Standards) 2015;
- The Educational Services for Overseas Students Act (ESOS): 2000 The National Code
- Education Services for Overseas Students Regulations 2001;
- National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2007;

## 3 Definitions

| Item                       | Definition   |
|----------------------------|--|
| <i>Marketing Materials</i> | All corporate materials and student recruitment documentation including print, electronic and web-based materials.   |
| <i>Student Recruitment</i> | Identification of potential students, provision of UBSS program and services information to assist them in their information search for higher education products and providers. |

| Item               | Definition   |
|--------------------|--|
| <i>Advertising</i> | Any form of paid information placement provided to the public about UBSS product and services, including paid online or social media activity. |

## 4 Policy Statement

The way that UBSS presents itself to the world influences the perception and image that potential students and the general public have of UBSS. These perceptions are influenced by the use of UBSS's name, logo and key marketing messages, all of which ultimately contribute to the overall success of the institution.

All aspects of UBSS's brand management and marketing including advertising, student recruitment, student recruitment events, promotional publications, online and social media marketing, branding and design of corporate materials and templates is managed by the Marketing department. These aspects are required to reflect UBSS's corporate identity as outlined in the style guide.

The Marketing department has responsibility for ensuring that marketing strategies and the related promotional materials are accurate and ethical, maintain the integrity and contribute to the reputation of the institution.

## 5 Procedure

Guidelines for the application of UBSS brand and instructions on how to obtain marketing materials are contained within the UBSS style guide.

## 6 Responsibilities

### 6.1 Compliance, monitoring and review

#### 6.1.1 The Marketing Department:

- is responsible for the implementation of this policy and procedure including compliance issues related to the Style Guide, advertising and the use of the logo (both internally and in conjunction with external agencies and third party providers)
- in close co-operation with other staff within UBSS, works to develop and promote a cohesive UBSS brand that utilises consistent messages and themes as well as uniform visual standards.
- is responsible for brand compliance and for developing and implementing processes which streamline the development of the marketing tools, marketing materials, advertising materials and UBSS's Marketing and Student Recruitment plans
- provides final approval for the use of the UBSS logo on all materials including print

and electronic formats, for both internal and external stakeholders

- is responsible for all compliance (truth in advertising, TEQSA threshold standards, CRICOS etc.) issues relating to materials produced through this department.

#### 6.1.2 All UBSS Staff

All UBSS staff are responsible for following this Policy and complying with instruction provided by the Style Guide.

## 6.2 Reporting

No additional reporting is required.

## 6.3 Records management

Staff must maintain all records relevant to administering this policy and procedure in a shared drive.

# 7 Document Change Control

| Version | Change Description                     | Date        | Author            |
|---------|--|-------------|-------------------|
| V1      | New Policy                             | 03.05.18    | Prof Ian Bofinger |
| V2      | Refreshed and new review date embedded | August 2019 | Prof Ian Bofinger |
| V3      | Removal of Executive Dean              | March 2021  | Anurag Kanwar     |