



# **Marketing and Student Recruitment Policy**

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## 1. PURPOSE

The primary purpose of this policy is to ensure that all marketing and student recruitment activities are ethical, accurate, and aligned with the strategic plan of Barton Business School ("BBS"). The policy enables BBS to protect and enhance its reputation by adopting a coordinated, consistent and ethical approach in its representations to external parties and creating a coherent, distinctive brand.

This policy will also ensure that current and prospective students are appropriately informed and protected when making decisions about their learning needs, fees, delivery methods, agreements, and consumer rights.

## 2. SCOPE

The policy applies to all staff at BBS and external parties undertaking marketing and student recruitment activities on behalf of BBS. It covers the development and distribution of any marketing and student recruitment material used to represent BBS.

## 3. DEFINITIONS

Refer to BBS's *Glossary of Terms*.

## 4. POLICY

BBS will conduct marketing and student recruitment activities to promote BBS to prospective students and the general public. The Chief Executive Officer (CEO) and Marketing Manager must manage all aspects of BBS's corporate identity, brand management, and marketing activities, including advertising, student recruitment through various events, promotional publications, online and social media marketing, and branding and design of corporate materials and templates. All marketing materials must be authorised for publication by the CEO.

### 4.1. PRINCIPLES

- a. BBS will provide current, accurate, accessible information for current and prospective domestic and international students on all matters relating to programs delivered by BBS. This information must include the following:
  - a. Application dates.
  - b. Course design.
  - c. Assumed knowledge and prerequisites.
  - d. Recognition of prior learning and credit transfer arrangements.

- e. Requirements for acceptance into the course, including any minimum English language proficiency level, educational qualifications, or work experience.
  - f. Campus locations and a general description of facilities, equipment, and learning and online resources available to students.
  - g. Tuition and non-tuition fees, including advice on potential changes to fees throughout a course and BBS's refund policies.
  - h. An estimate of other costs that will be incurred by a student such as those arising from accommodation, food, travel, textbooks, information technology, and any other relevant cost.
- b. BBS must ensure that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students are not false or misleading and are consistent with Australian Consumer Law.
  - c. BBS must ensure that all marketing and student recruitment activities meet all requirements specified in the National Code of Practice for Providers of Education and Training to Overseas Students 2018 ([National Code](#)), particularly Standard 1, Standard 2, and Standard 3 of the [National Code](#).
  - d. BBS must ensure that all marketing and student recruitment activities meet all requirements specified in the [Threshold Standards](#).
  - e. BBS must ensure that its marketing and student recruitment information is professional, ethical, and maintains the reputation and integrity of BBS.
  - f. BBS must accurately represent its products and services in its advertising and student recruitment materials.
  - g. BBS must market only the [Australian Qualifications Framework](#) (AQF) qualifications that it is approved to deliver.
  - h. BBS must use the AQF logo only in accordance with its conditions of use.
  - i. BBS must always include the [CRICOS Code](#) in all advertising and student recruitment materials used to market courses to overseas students, including information about registration and accreditation approvals.
  - j. The CRICOS provider number and the entire BBS legal and business name must appear in all written or online material that it makes publicly available or publishes to provide or offer a course to international students.
  - k. BBS must obtain written consent from individuals before using their information for BBS's advertising or marketing materials. This requirement applies to materials used for websites, newspapers, magazines, brochures, flyers, radio, social media and television advertising.

## 4.2. RESPONSIBILITIES

The Marketing Manager at BBS is responsible for the following:

- a. Developing and implementing processes that produce high-quality, ethical marketing materials and promotion and marketing campaigns.
- b. Developing and implementing processes that streamline development of marketing tools, including marketing materials, student recruitment materials, and advertising materials.
- c. Developing and promoting a cohesive brand culture and values that uses consistent messages, themes, and visual standards.
- d. Maintaining compliance with corporate and legal requirements relating to marketing materials.

Content writing must be done by the Marketing Officer or appropriate staff members subject to the marketing material requirements and availability of resources. The Marketing Manager must proofread and edit all material for proper references. The draft must then be approved by the Marketing Manager. Subsequently, the CEO must review and approve the materials before they are sent to the printers or publish online. Print Proofs must be checked by the Marketing Manager, and the CEO.

The CEO must:

- a. Ensure the accuracy of all marketing material at the time of printing.
- b. Approve the use of the BBS logo on all materials, including electronic formats and print, for internal and external stakeholders.

All BBS staff are responsible for following this policy and complying with instructions provided by the Marketing Manager, and the CEO.

During marketing and recruitment activities, the confidentiality, privacy, and dignity of an individual must be respected at all times.

BBS must ensure that all courses are marketed and promoted honestly and ethically.

## 5. VERSION CONTROL

Document title	Marketing and Student Recruitment Policy	
Approved By	Academic Board and Board of Directors	
Date of Review	This document is to be reviewed every two years at a minimum from the date of final approval	
Related Documents	<ul style="list-style-type: none"> <li>• Admission Policy and Procedures</li> <li>• Credit and Recognition of Prior Learning Policy and Procedures</li> <li>• Diversity, Equity &amp; Inclusion Policy</li> <li>• Enrolment Policy and Procedures</li> <li>• Student Orientation Policy and Procedures</li> <li>• Privacy Policy</li> <li>• Student Handbook</li> <li>• Student Letter of Offer and Student Offer Acceptance Form</li> <li>• Student Agreement Template</li> <li>• Student Wellbeing and Support Policy and Procedures</li> </ul>	
Related Legislation and References	<ul style="list-style-type: none"> <li>• <a href="#">Higher Education Standards Framework (Threshold Standards) 2021</a></li> <li>• <a href="#">National Code of Practice for Providers of Education and Training to Overseas Students 2018</a></li> <li>• <a href="#">Education Services for Overseas Students Act 2000</a></li> </ul>	
Version	Notes	Date Approved
1.0	<ul style="list-style-type: none"> <li>• Document approved subject to minor changes in sections 4.1.c, 4.1.k and 4.2.c.</li> </ul>	11/08/2022
2.0	<ul style="list-style-type: none"> <li>• Document approved subject to minor changes in sections 2 and 4.2.i.</li> </ul>	26/05/2023
2.1	<ul style="list-style-type: none"> <li>• Document approved subject to a minor change in section 1 to include 'coordinated, consistent, and ethical approach' in the purpose.</li> </ul>	13/06/2023