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| Approval of Collaborative Provision Publicity and Marketing Information | |
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| Classification: | Code of Practice |
| Version Number: | 1-08 |
| Status: | Approved |
| Approved by: | Education Committee |
| Approval Date: | 01/09/2021 |
| Effective from: | 01/09/2021 |
| Next Review Date: | 10/10/2022 |
| Document Author: | Quality Support Service |
| Document Owner: | Quality Support Service |
| Department/Contact: | Quality Support Service |
| Collaborative provision: | Mandatory |
| Related documents: | UK Quality Code 2018 |
| Published location: | Quality and Standards website. [Quality and Standards | University of Hull](https://www.hull.ac.uk/choose-hull/university-and-region/key-documents/quality) |
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# Introduction

* 1. This code sets out the University’s expectations governing the publishing of publicity and marketing information, in any form, by partners relating to programmes leading to the University’s awards.
  2. The University is responsible for the accuracy of all public information relating to its awards, including publicity and marketing materials produced by partners.
  3. The code sets out the University’s expectations and the procedures through which publicity and marketing information will be approved and monitored. It applies irrespective of the form or medium through which the information is produced.
  4. The procedures associated with this policy serve to ensure:

1. the accuracy and consistency of public information, marketing and publicity materials using the University’s name is maintained,
2. any claims can be evidenced,
3. the message communicated is clear, accurate and consistent,
4. the University’s corporate image is maintained,
5. marketing and publicity materials do not compromise but enhance the image of the University and the partner,
6. messages are complementary and not contradictory.
   1. These regulations are consistent with relevant current guidance published as part of the UK Quality Code for Higher Education (QAA), the Office for Students (OfS) and the Competition and Markets Authority (CMA).
   2. The University has an expectation that collaborative partners meet their obligations under consumer protection law and can articulate their processes for doing this. UK higher education providers are provided with clear advice by the CMA in the following document; [‘UK higher education providers – advice on consumer protection law. Helping you comply with your obligations’](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/428549/HE_providers_-_advice_on_consumer_protection_law.pdf) (2015).
   3. The University Education Committee is the final arbiter of the application and/or interpretation of this code of practice.

# General Principles

* 1. It is the responsibility of the University, as the awarding institution, to ensure the accuracy of public information leading to its awards. The University is committed to ensuring information made publicly available by its partners is as accurate and explicit as reasonably possible and easily comprehended by its internal and external audience. This includes making sure, as far as reasonably possible, that information is fair and does not mislead prospective and current students or other members of the public about the nature of the collaborative partnership.
  2. The CMA sets out minimum standards that apply to various aspects of a provider’s dealings with students. It requires providers to offer up front, clear, accurate, comprehensive, unambiguous and timely information to prospective and current students. The guidance details what level of information should be made available to students, and the University expects its partners to abide by this guidance. In checking and approving published information, the University may consult the CMA guidance to ensure that partners are meeting their responsibilities.
  3. No marketing or other public information for a collaborative partnership may state or imply a formal relationship with the University unless the University has granted explicit approval.
  4. Partners should draw prospective students’ attention to relevant rules and regulations, and make them accessible. They must not omit relevant information that could affect students’ decisions about their choices and bear in mind particularly important information for certain groups of prospective students, for example part-time or international students.

# Material to be checked

* 1. Partners are contractually obliged to send all marketing materials that bear the name of the University and/or the collaborative provision to the Quality Support Service (QSS) for approval prior to publication. This includes, but is not limited to:

1. Marketing campaigns including both print and digital advertisements.
2. Websites and any other sites which promote the collaborative provision.
3. Prospectus and related higher education brochures and fact sheets detailing collaborative provision between the University and the partner.
4. Correspondence relating to the admission and enrolment of students on collaborative provision such as offer letters, enrolment and induction information.
5. Social media referencing the University.
   1. The QSS will complete an annual audit of partner websites which is reported into the annual Joint Development Board.

# Marketing material requirements

* 1. The University has delegated operational responsibility for the production of publicity and marketing information bearing the University’s name to partners subject to the following principles:

1. All material must be a true representation of the relationship with the University and should not be misleading to the reader.
2. All publicity and marketing information relating to programmes leading to University of Hull awards must make reference to the role of the University as the awarding body.
3. Material must be of a quality comparable with that produced by the University.
4. Material must only be included within reputable publications and should create a positive image of the University.
5. The [University of Hull’s visual identity and branding guidelines](https://universityofhull.getbynder.com/share/605F9E07-45AC-40F1-A39208B6A48B7F81/) must be followed for all material in any format: no alteration of the logotype or colour(s) is permissible.
6. For new partnerships, advertising material must not be published in any format until the proposed partnership/activity has been approved, in accordance with the Code of Practice: Educational Partnerships.
7. For new programmes, advertising material must not be published until the requisite approval has been granted in accordance with the Code of Practice: Programme Approval.
8. All use of the University’s name or visual identity in an international context (advertising, recruitment fairs, news releases, social media posts, etc.) must be approved by the University three weeks in advance of publication. A sample must be sent to QSS for approval.
9. All use of the University’s name or visual identity by a third party, acting on behalf of partners both in the UK and overseas, must be approved in writing by the University in advance of publication. It is the responsibility of partners to ensure that the third party is aware of and complies with this code of practice. A sample must be sent to QSS for approval.
   1. Where publicity material mentions any of the following information for University of Hull awards, the information must be accurate:
10. Programme titles should be as captured in the Collaborative Agreement and/or the University of Hull Programme Approval document.
11. The full University of Hull award title.
12. The fact that the award will be conferred by the University and the nature of the provision (franchise, validated etc.)
13. A list of entry criteria, as per University Programme Specification, and the application and admissions processes of the partner.
14. The mode, start dates and duration of the provision.
15. The mode of attendance (class attendance/online/blended online & class attendance).
16. The composition of the course and the balance between components such as lectures, seminars or tutorials.
17. The duration of the programme and any agreed pathways to complete or continue study at the University, with the mode of attendance, delivery and duration of the subsequent study clearly identified.
18. The timing, frequency and method of assessment/s.
19. Tuition fees and any other additional costs.
20. Location of study.
21. Students’ relationship to the University (fully or externally enrolled).
22. Where to access relevant regulations of both the University and the partner, including complaints and appeals processes.
23. Detail on any accreditation from any public, statutory and regulatory bodies (PSRBs) and/or industry links and placement options.

# Approval and monitoring

* 1. The University will ensure that the processes for approving published information are clear and accessible to all parties. All material must be sent to QSS for approval prior to publication. This may be annually or at any point throughout the year. The University will endeavor, where reasonably practicable, to review and return materials to the partner within 10 working days of initial receipt.
  2. Where the monitoring process identifies any errors in the published information, the University will notify the partner and require them to rectify the errors with immediate effect.
  3. Any news, social media or public relations information relating purely to student-specific issues do not require approval from the University.

**Version Control**

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| **Version** | **Author** | **Date approved** | **Relevant sections** |
| V1 08 | Lisa Tees | NA | Migrated to new template |
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