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| Publicity and Marketing of On-campus Provision and Collaborative Provision | |
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# Introduction

* 1. The University is responsible for the accuracy of all published information relating to its awards including publicity and marketing materials. This responsibility includes making sure, as far as reasonably possible, that information is fair and accurate and does not mislead the public about the nature of the programmes leading to an award of the University. This code sets out the University’s expectations and the procedures through which publicity and marketing information relating to on campus provision, and collaborative provision, will be approved and monitored.
  2. The University’s Student Recruitment, Marketing and Communications Directorate is available to provide advice and guidance to academic units and faculties on general marketing matters, design and University publications. Detailed guidance, including the use of the University’s Visual Identity, is provided on SharePoint.

## Scope

* 1. This code applies to all publicity and marketing materials produced by Academic Units and faculties which relate to programmes and modules leading to awards of the University of Hull, whether produced for the purpose of general publicity, marketing or recruitment. This also code applies to all external communications produced by partner colleges which relate to the partnership, programmes and modules leading to awards of the University of Hull. It applies irrespective of the form or medium through which the information is produced e.g. prospectuses, web sites or press releases (see 4.3 below).

# Authority

* 1. The Education Committee is the final arbiter of the interpretation and application of this code.

# General Principles

* 1. The University considers the following principles applicable to the production of publicity and marketing information:

1. All material should be a true representation of the provision and reasonable steps must have been taken to ensure information is not misleading.
2. Material must only be included within reputable publications and should create a positive image of the University.
3. Materials must be compliant with the University of Hull Visual Identity. All web pages must follow the design guidelines as set out by Marketing and Communications.
4. For new programmes, advertising material must not be published until the requisite approval has been granted in accordance with the Code of Practice: New Programmes.
5. Faculties and Academic Units should consult with Marketing and Communications and the International Office prior to using the University’s name or visual identity in an international context (advertising, recruitment fairs, news releases etc).

# Responsibilities

## Accuracy of information

* 1. Deans are responsible for:

1. Ensuring that programmes which have development consent but not full approval are described as ‘pending validation’ in publicity. Programmes of this kind must not recruit until full approval has been granted. ‘Recruitment’ in this context means making an offer of a place (whether conditional or unconditional). (Please note that recruitment can continue on an ongoing basis where a programme is being enhanced only (major modification). ‘Pending validation’ is not required, although a statement must be included in any publicity material to make clear to applicants where programme content is under review).
2. Ensuring the information submitted to Marketing and Communications for publicity is accurate and complete.
3. Submitting information for inclusion in the University prospectus and pamphlets in accordance with the annual schedule of dates published by Marketing and Communications.

## Monitoring

* 1. Deans are responsible for reviewing annually a sample of marketing and recruitment information – including relevant sections of the University Prospectus – and reporting their findings in the Continual Monitoring, Evaluation Enhancement journal (CMEE).

## News and public relations information

* 1. Academic Units and faculties should consult Marketing and Communications prior to the issuing of any news or public relations information (such as a press release) relating to University programmes or modules**.**

**Version Control**

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