

# Procedure for the Approval and Monitoring of Collaborative Academic Partners' Marketing and Publicity Materials



## Introduction

1. Staffordshire University's quality framework is in place to ensure that all its courses meet appropriate standards, provide current and coherent curricula and deliver a high-quality student learning experience and positive outcomes. The framework:
  - Supports the University's Academic Strategy and achievement of institutional KPIs
  - Provides assurance of the quality and standards of the provision
  - Facilitates quality enhancement
  - Facilitates the assessment of risk, focusing attention where it is most required
  - Sets guidelines for the provision and oversight of clear, accurate and appropriate information, advice and guidance on university courses for prospective and current students, staff, and stakeholders.
2. This procedure outlines the necessary considerations and requirements for the approval and monitoring of marketing and publicity material generated by collaborative academic partners relating to Staffordshire University awards or modules. It encompasses both electronic and printed materials.
3. The University's approach to collaborative academic partnership staff approval outlined in this document is aligned to the requirements derived from the Office for Student's Conditions of Registration and has been informed by the [UK Quality Code for Higher Education](#) (2023).
4. Requests for any variations from the provisions outlined below will require approval by the University's Partnership Committee (UPC)

## Marketing Material

5. Marketing material means any publicity material (whether hard or soft copy) which references Staffordshire University and its awards and modules, including the use of the Staffordshire University logo.
6. Examples of marketing materials are included in the following list, which is indicative and not exhaustive:
  - Prospectuses
  - Brochures, leaflets and flyers
  - Print advertisements
  - Texts for TV and radio advertising
  - Web pages
  - Banners for web pages
  - Social media such as Facebook
  - YouTube material
  - Use of the University's logo on buildings
  - Exhibition material
  - Press interviews

## Approval of Marketing Material

7. For operational purposes, approval of marketing material for collaborative academic partners will be the responsibility of the Student Recruitment, Admissions and Partnerships (SRAP)/International Development (ID) teams working with Schools and the Marketing, Communications and PR Department. No marketing material can be published until a collaborative academic partnership has been formally approved by the University as a partner. After a partner has been formally approved, proposed awards for delivery can only be advertised “subject to validation and contract” once they have received strategic approval by the UPC.
8. The use of marketing material that has not been approved by the University would be considered a serious breach of the agreement between the collaborative academic partner and the university.
9. The SRAP/ID teams will supply a toolkit of approved logos and general marketing material provided by the Marketing, Communications and PR Department to all the University’s collaborative academic partners together with guidance on usage.
10. Staffordshire University programmes delivered in partnership are offered in English, and it is expected that related publicity is produced in this language unless the university agrees otherwise for exceptional circumstances on the basis of a clear business rationale. Any publicity material which is produced in a language other than English must be provided by the collaborative academic partner for University approval in advance of its use in its original form. A certified translation into English will also be required which will be paid for by the partner. Arrangements for translation will be agreed in advance.

## Process for Approval

11. Each year, prior to the start of its marketing and recruitment cycle, the partner institution will share its marketing and recruitment plan for Staffordshire University collaborative provision with the Head of Post-16 Partnerships/Head of International Partnerships.

### Printed and partner webpage materials

12. Printed and partner webpage marketing material should be submitted by the collaborative academic partner to the Post-16 Partnerships or International Partnerships teams as appropriate ([academicpartnerships@staffs.ac.uk](mailto:academicpartnerships@staffs.ac.uk)). The Post-16 Partnerships/International Partnership teams will check that course title, details and additional information are correct in consultation with Marketing, Communications and PR, the Academic Quality Service and Schools as appropriate. Through this joint activity they will ensure that requirements related to the Office for Students and/or OFSTED regulatory frameworks, the Quality Assurance Agency advice and guidance, Competition and Markets Authority (CMA) considerations and any other relevant external and internal conditions are fulfilled.
13. The Post-16/International Partnership teams will notify the collaborative academic partner of the University’s response.
14. The Post-16/International Partnership team should receive from the collaborative academic partner a copy of the final approved material for the University’s records (hard and soft copies as appropriate).
15. The Post-16/International Partnership team will keep a register of all marketing materials that have been approved.

## Social Media Marketing

16. The Post-16 Partnerships/International Partnerships teams will provide the partner institution with university guidelines for the marketing of their collaborative provision on social media.
17. The partner will provide formal confirmation of its commitment to follow these guidelines in the production of all social media marketing materials for Staffordshire University courses. They will also indicate the social media platforms to be used, submit sample items for consideration, and, should the use of languages other than English been previously agreed, a certified translation.

## Timescales for Approval

18. The Post-16 Partnerships /International Partnerships teams will respond to all requests for the approval of marketing material within 10 working days. This is the maximum response time; the University will endeavour to provide a response in a shorter timeframe where possible. However, collaborative academic partners must provide the University with as much notice as possible of publicity for which they are seeking approval.
19. Marketing material should be proof-read by the collaborative academic partner prior to it being forwarded to the University. If material needs to be returned to the collaborative academic partner for correction, the timescale of 10 working days will begin again on receipt of the corrected material.
20. The Post-16 Partnerships/International Partnership teams should also be notified normally 10 working days in advance (or normally 10 working days prior to departure from the UK for overseas visits, approval or review events) if a collaborative academic partner wishes for a member of the executive team or another colleague from the University to give a statement or interview to the press.

## Monitoring of Marketing Materials

21. The Post-16 Partnerships/International Partnerships teams will keep a record of all marketing materials that have been approved for use by each collaborative academic partner.
22. The Post-16/International Partnership team will undertake regular reviews of the marketing materials in use at all collaborative academic partners. Such reviews will normally be undertaken annually unless the outcome of a review indicates that more regular monitoring is required. Review outcomes will be reported to the Head of Post-16 Partnerships/ Head of International Partnerships for communication to the collaborative academic partner and will also be considered as part of the partnership review processes.
23. The partner must notify the University of posts on its provision to be distributed through social media and other channels as well as of any concerns or issues arising from this activity. The Marketing, Communications and PR Department will also report any concerns on partner posts about Staffordshire University provision arising from its social media monitoring exercises to the Head of Post-16 Partnerships/Head of International Partnerships, who will then address these with the partner.
24. The Head of Post-16 /International Partnerships, academic link tutors, and other designated staff acting on behalf of Staffordshire University will be asked to comment on publicity they see during their stays and interactions with the partner in their partner visit reports. Matters of concern will be reported to the Post-16 Partnerships/International Partnership teams so that they can be addressed with the partner.

## Agreements

25. All agreements with collaborative academic partners should cover the University's requirements regarding the approval and monitoring of marketing and publicity material.
26. Marketing material costs are covered by the partner unless otherwise agreed by Staffordshire university in advance.
27. The partner is expected to share their marketing plan for collaborative provision with Staffordshire University and consider sustainability factors when determining the marketing strategies and channels to use.

Academic Quality Service  
Reviewed April 2024

### **Key to abbreviations**

AQS: Academic Quality Service  
HIP: Head of International Partnerships  
HP16P: Head of Post-16 Partnerships  
IP: International Partnerships  
SRAP: Student Recruitment, Admissions and Partnerships  
UPC: University Partnerships Committee

## Approval and Monitoring of Partner Marketing Materials

P16P – Post-16 Partnerships  
IP – International Partnerships

