Policy 8 Marketing					
Prepared by	Ian Fleming	Reviewed by	Canan E. Celik Ercan Erkus Erhan Yurdakul	Approved by	Canan E. Celik
Review No	5	Next Review Date	August 2022	Approved on	26/08/2021

Procedure issued : April 2014

Procedure owner : Principal / CEO

- ❖ This procedure is shared with our students and/or can be obtained:
  - o on our website https://docklandsacademy.co.uk/policies-and-procedures,
  - o on the desktops of all computers in the library on the top floor,
  - o by emailing us at info@docklandsacademy.co.uk in the case of remote learning.
- ❖ Also, our students are fully informed about the main aspects of the procedure during Induction Seminar and in the Student Handbooks and Learning Agreement.
- ❖ The policy is reviewed and monitored on a regular basis for currency and fitness as part of our 1.9 Review and Revision of Policies and Procedures.

1 Introduction

The Academy considers that effective marketing and promotion of the Academy and its programmes constitutes an important element of its overall activities.

2 Terminology

In the context of this policy, the term 'marketing` covers arrangements for market research, advertising, promotion and collaborative activities.

3 Scope

This policy covers the Academy`s own directly managed marketing arrangements. Marketing includes the strategy and arrangements for determining the market for Academy programmes and

its advertising and promotional activities, including the use of recruitment agents and attendance at educational fairs and exhibitions. See also related Policy 7 *Information*.

4 Aims

The overall aim of the policy is to ensure that marketing and promotional activities are effectively and systematically planned and conducted so as to portray a positive, engaging and accurate picture of the Academy and its programmes.

5 Objectives

The objectives of the Marketing Policy and its related procedures are:

- to ensure that marketing strategy and activities reflect the mission, values and strategy of the Academy, as defined in its Strategic Plan (see *UK Quality Code* Part C),

- to ensure that all market research activities are planned carefully and executed effectively,

- to ensure that promotional materials, both online and in hard copy, are used effectively as part of the marketing and promotional strategy (see *UK Quality Code* Chapter B2 and Part C),

- to ensure that recruitment agents are carefully selected before contracts are issued and that their activities are monitored on a regular basis,

- to ensure that all decisions about participation in educational fairs and exhibitions are made on the basis of reliable market intelligence and are based upon realistic costing and cost-benefit analysis,

- to ensure that all advertising of the Academy`s programmes and activities is fit for purpose, accurate and trustworthy and compliant with the *UK Code of non-Broadcast Advertising, Sales, Promotion and Direct Marketing,*

- to review marketing and promotional activities on an annual basis so as to evaluate cost-effectiveness and impact,

- to facilitate, where appropriate, links between the Academy and other educational providers and businesses so as to bring added benefit to the student community and to support local enterprise and education.

6. <u>Related Documents</u>

6.1 Policies
- **2** Academic Management
- **4** Admissions
- **5** Student Support, Engagement and Learning Resources
- **7** Information
- **8** Marketing and Promotion

6.2 Procedures
- **1.5** Equal Opportunities
- **1.7** Data Protection
- **1.8** Document Preparation and Version Control
- **1.9** Review and Revision of Policies and Procedures
- **2.7** Programme Design and Approval
- **2.13** Access and Participation Statement
- **4.6**   Student Induction
- **4.10** Refund of Tuition Fees and Compensation
- **4.11** Student Protection Plan
- **4.12** Consent from Parents or Guardians
- **4.13** Transfers, Suspensions, Withdrawals, Closure and Change of HE Provision
- **5.1** Student Code of Conduct
- **5.2** Welfare Services and Pastoral Care
- **5.3** Equality, Diversity and Special Needs
- **6.15** Safeguarding
- **6.16** Prevent Duty (Racist, Discriminatory, Abusive and Extremist Behaviour)
- **7.1** Review and Sign off PI
- **7.3** Social Media Protocols
- **7.4** HE Public Information
- **8.2** Recruitment Partner Selection & Monitoring
- **8.3** Links with Other Educational Institutions and Businesses

6.3 Terms and Conditions

6.4 External Reference Points

- **Office for Students (OfS) Requirements and Guidance** at *https://www.officeforstudents.org.uk/advice-and-guidance/regulation/*
- **UK Quality Code Advice & Guidance – Admissions, Recruitment and Widening Access** at *https://www.qaa.ac.uk//en/quality-code/advice-and-guidance/admissions-recruitment-and-widening-access*
- **UK Quality Code Advice & Guidance – Concerns, Complaints and Appeals** at *https://www.qaa.ac.uk//en/quality-code/advice-and-guidance/concerns-complaints-and-appeals*
- **UK Quality Code Advice & Guidance – Partnerships** at *https://www.qaa.ac.uk//en/quality-code/advice-and-guidance/partnerships*

- **Higher Education Code of Governance** (Committee of University Chairs, December 2014) at *https://www.universitychairs.ac.uk/wp-content/uploads/2020/09/CUC-HE-Code-of-Governance-publication-final.pdf*
- **Association of Employment and Learning Providers (AELP) principles of Good Governance for Independent Training Providers** at *https://www.aelp.org.uk/media/2595/code-of-governance-final-sept-2018.pdf*
- **OIA The Good Practice Framework for Complaints and Appeals** at *https://www.oiahe.org.uk/resources-and-publications/good-practice-framework/*
- **OIA The Good Practice Framework: Handling Students Complaints and Academic Appeals** at *https://www.oiahe.org.uk/media/1859/oia-good-practice-framework.pdf*
- **Pearson Recognition of Prior Learning Policy** at *https://qualifications.pearson.com/content/dam/pdf/Support/policies-for-centres-learners-and-employees/Recognition_of_prior_learning_and_process_policy.pdf*