

Policy 8 Marketing					
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Policy and procedures issued: April 2014

Policy owner: Principal / CEO

UK Quality Code references:

Part B Chapter B2 Indicators 3 and 4

Part C Indicators 1 and 3

(Part B Chapter B10 also includes relevant guidance)

Other relevant external reference points:

Advertising Standards Authority Codes

Chartered Institute of Marketing *Code of Professional Practice*

Introduction

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

Terminology

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

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*.

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.

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 costings 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

Related procedures

8.1 Branding and logo use procedures

8.2 Agent selection and monitoring procedures

8.3 Links with other educational institutions and businesses

Additional procedures may be issued if an identified need for further guidance or clarity emerges.