Policy 8 Marketing					
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Review No	7	**Next Review Date**	August 2025	**Approved on**	06/11/24

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.
- ❖ 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.

The Academy considers digital marketing and a strong online presence essential for reaching prospective students, acknowledging the growing impact of digital platforms. This includes a focus on social media, website SEO, and other digital channels to enhance visibility and engagement.

2 Terminology

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

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*.

The Academy always strives to develop its approach to assessing and selecting digital marketing channels, such as social media platforms and digital ads, as part of our overall strategy. This ensures that our marketing efforts align with current practices in engaging a digitally connected audience.

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 maintain a regular schedule for market research activities, ensuring biannual reviews are conducted to keep our marketing strategy aligned with evolving student demographics and preferences, and to enable more frequent, data-driven decision-making.

- 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 use the Self-Assessment Reporting (procedure 2.6) cycle to review past participation outcomes at fairs and exhibitions, supporting cost-effective involvement. This is to ensure that the Academy prioritize events that demonstrate higher engagement with prospective

students.

- 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

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
- **4.10** Refund of Tuition Fees and Compensation
- **4.11** Student Protection Plan
- **4.13** Transfers, Suspensions, Withdrawals, Closure and Change of HE Provision
- **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*
- **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*