Approval of Collaborative Provision Publicity and Marketing Information

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| *A University document applies across the institution, is approved by a committee of Council or Senate and is held in the University Policy Directory on SharePoint.* | |
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* The University has adopted the principles of Designing for Diverse Learners, and all policy documents should be written with reference to these principles. Further information is available at the [Designing for diverse learners website](https://designingfordiverselearners.info/).
* An Equality Impact Assessment (EIA) must be considered for all new and amended policies. Further information is available from the [EIA section of SharePoint](https://hullacuk.sharepoint.com/Services/EDI/SitePages/Equality-Impact-Assessments-(EIAs).aspx).
* This document is available in alternative formats from [**policy@hull.ac.uk**](mailto:policy@hull.ac.uk).
* All printed or downloaded versions of this document are classified as uncontrolled

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# Introduction

* 1. This Code of Practice sets out the University’s expectations governing the publishing of publicity and marketing information, in any form, by partners relating to programmes leading to the University’s awards.
  2. The University will take appropriate steps to ensure the accuracy of all public information relating to its awards, including publicity and marketing materials produced by partners.
  3. The code sets out the University’s expectations and the procedures through which publicity and marketing information will be monitored and approved. It applies irrespective of the form or medium through which the information is produced.
  4. The procedures associated with this Code serve to ensure:
     1. The accuracy and consistency of public information, marketing and publicity materials using the University’s name is maintained.
     2. Any claims made in materials can be evidenced.
     3. The message communicated is clear, accurate and consistent.
     4. The University’s corporate reputation is maintained.
     5. Marketing and publicity materials enhance the image of the University and the partner.
  5. This Code is consistent with relevant current guidance published as part of the UK Quality Code for Higher Education (QAA), the Office for Students (OfS), the Competition and Markets Authority (CMA), and guidance provided by the Council of Validating Universities (CVU).
  6. The University has an expectation that collaborative partners meet their obligations under consumer protection law and can articulate their processes for doing this. UK higher education providers are provided with clear advice by the CMA in the following document; [‘UK higher education providers – advice on consumer protection law. Helping you comply with your obligations’](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/428549/HE_providers_-_advice_on_consumer_protection_law.pdf) (2015).
  7. The University Education Student Experience Committee is the final arbiter of the application and/or interpretation of this Code.

# General principles

* 1. It is the responsibility of the University, as the awarding institution, to ensure the accuracy of public information leading to its awards. The University is committed to ensuring information made publicly available by its partners is as accurate and explicit as reasonably possible and easily comprehended by its internal and external audience. This includes making sure, as far as reasonably possible, that information about the nature of the collaborative partnership is accurate and consistent for prospective and current students and any other audiences.
  2. The CMA sets out minimum standards that apply to various aspects of a provider’s dealings with students. It requires providers to offer up front, clear, accurate, comprehensive, unambiguous, and timely information to prospective and current students. The guidance details what level of information **should** be made available to students, and the University expects its partners to abide by this guidance. In checking and approving published information, the University and partners may consult the CMA guidance to ensure that responsibilities are being met.
  3. No marketing or other public information for a collaborative partnership may state or imply a formal relationship with the University unless the University has granted explicit approval.
  4. Partners **should** draw prospective students’ attention to relevant rules and regulations and ensure that they adhere to accessibility guidelines for the needs of all prospective students. They **must** include all relevant information that could affect students’ decisions about their choices.

# Marketing material requirements

* 1. The University has delegated operational responsibility for the production of publicity and marketing information bearing the University’s name to collaborative partners subject to the following principles:
     1. All material **must** be a true representation of the relationship with the University and **should** not be misleading to the reader.
     2. All publicity and marketing information relating to programmes leading to University of Hull awards **must** refer to the role of the University as the awarding body.
     3. Material **must** only be included within reputable publications and **should** create a positive image of the University.
     4. All material **must** conform to the relevant parts of the University of Hull’s visual identity and branding guidelines.
     5. For new programmes, advertising material **must** not be published until the requisite approval has been granted in accordance with the Code of Practice: Programme Approval.
  2. Particular attention **should** be paid to materials which specifically refer to the Partnership including:
     1. That programme titles **should** be as captured in the Collaborative Agreement and/or the University of Hull Programme Approval document.
     2. That the full University of Hull award title is used.
     3. The fact that the award will be conferred by the University and the nature of the provision (franchise, validated etc.)
     4. A list of entry criteria, as per University Programme Specification, and the application and admissions processes of the partner.
     5. The duration of the programme and any agreed pathways to complete or continue study at the University, with the mode of attendance, delivery and duration of the subsequent study clearly identified.
     6. Students’ relationship to the University (fully or externally enrolled).
     7. Where to access relevant regulations of both the University and the partner, including complaints and appeals processes.
  3. In respect to international collaborative partnerships, the University will provide all international partners with the University's name and visual identity guidelines, with a range of sample materials to guide the partners' creation of promotional activity. Global Engagement will, annually (or as needed concerning visual identity guidelines changes), review a sample of partner marketing materials to guide the use of visual identity.

# Monitoring and approval

* 1. The University will monitor and approve marketing materials that bear the name of the University and the collaborative partner. This includes but is not limited to:
     1. Marketing campaigns including both print and digital advertisements.
     2. Websites and any other sites which promote collaborative provision.
     3. Prospectus and related higher education brochures and fact sheets detailing collaborative provision between the University and the partner.
     4. Correspondence relating to the admission and enrolment of students on collaborative provision such as offer letters, enrolment, and induction information.
  2. The University will ensure that the processes for approving published information are clear and accessible to all parties. The monitoring and approval of marketing and publicity materials at partnership level and programme level are carried out by the Joint Development Boards (JDB) and Joint Boards of Studies (JBoS) respectively. The forms of monitoring and approval include:
     1. The University completing an annual report on marketing and publicity for approval at the Trimester 1 JDB meeting.
     2. The programme Academic Contact completing an annual report for approval at the Trimester 2 JBoS meeting.
     3. Ad hoc support and guidance provided by the relevant part of the University.
     4. Periodic Partnership Review.
  3. Partnerships and programmes that are less than one year old require a higher level of monitoring and approval than longer established ones. All materials **must** be sent to the QSS in sufficient time for review and approval to take place prior to publication.
  4. Where the monitoring processes identify any errors in the published information, the University will notify the partner and require them to rectify the errors with immediate effect.

# Version control

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| **Version** | **Author** | **Date approved** | **Relevant sections** |
|  | Quality Manager, Quality Support Service | Aug 2024, Housekeeping | Migrated to new template |
| 1 09 | University Working Group - Gus Dinn/Julia Holdsworth, Quality Support Service | May 2023 | * Section 1 and 2 - minor amendments. * Section 3 - removed reference to *Material to be checked* and replaced with *Marketing material requirements*. * Section 4 - new section (Monitoring and approval). * Replaces Education Committee with Education Student Experience Committee. |
| 1 08 | Lisa Tees, Quality Manager, Quality Support Service | Dec 2021, Housekeeping | Migrated to new template |
| 1 07 | Lisa Tees, Quality Manager, Quality Governance | April 2019, | Replaces ULTC with Education Committee. |
| 1 06 | Lisa Tees, Quality Manager, Learning and Teaching Enhancement | Jan 2018, Housekeeping | * Replaces LEAP with Learning and Teaching Enhancement. * Replaces Federation of Colleges with Collaborative Provision Partner Colleges. |
| 1 05 | Lisa Tees, Quality Manager, Learning and Teaching Enhancement | Aug 2016, Housekeeping | Replaces Department with School. |
| 1 04 | Jane Iddon, Quality Manager, Learning and Teaching Enhancement | July 2015, Housekeeping | * Updated to reflect changes from CDTE to LEAP. * Clarifies the Scope; specifically, that the Code applies to the University’s Federation of Colleges partners (para. 3). |
| 1 03 | Quality Officer | May 2012, ULTAC | * Requirement for the University Quality Office to approve prospectus entries relating to programmes leading to an award of the University prior to their publication (para. 7). * A fixed deadline for feedback on prospectus entries to Partner Institutions (para 7). |
| 1 02 | Quality Officer | Sept 2011, ULTAC | * Clarifies ULTAC as the final arbiter of this code. * Clarifies marketing material should be sent to the University Quality Office for consideration. * Removes information about Partner Audit. |
| 1 01 | Quality Officer | Oct 2010, Housekeeping | Updates the code with reference to the new committee structure. |
| 1 00 | Quality Officer | Sept 2006, ULTAC | New. |