



# Marketing Procedures and Approval Guidelines for Agents

2017

## **Arden University**

### **A. Introduction**

This document sets out the procedures to be followed by agents in the development and approval of marketing and publicity material regarding Arden University.

An agent is a collaborative body used directly by the University to act in a marketing and student advisory capacity only to support the admission or progression of students to/on their programmes.

In the UK it is vital that Universities and their collaborative bodies provide accurate information for all students to fully understand HE provision concerning their awarding institution. The QAA Quality Code for Higher Education states:

*Higher Education providers produce information for their intended audience about the learning opportunities they offer that is fit for purpose, accessible and trustworthy'*

Arden University recognise ultimate responsibility to ensure accuracy of public information of their awards and have developed marketing and publicity approval procedures for agents to meet this responsibility.

### **B. Purpose**

Agents must ensure all marketing and publicity material produced about Arden University and its higher education provision:

- accurately and consistently portrays Arden University's brand and image, including the use of its logos;
- is clear, current, transparent and consistent;
- accurately reflects the learning opportunities the Arden University offers.

Marketing and publicity material is defined as any information which is released to members of the public about Arden University and the higher education provision it offers. They include, but are not limited to:

- Prospectus
- Websites
- Advertisements
- Flyers
- Press releases
- Email marketing
- Conference/exhibition flyers and brochures
- Advertising on social media sites e.g. Facebook and Twitter

### **C. Principles and guidelines for publicity and marketing material production**

Agents will need to initially contact the Head of Marketing to discuss marketing and publicity material proposals and will be advised to submit draft copy to the [approvals@arden.ac.uk](mailto:approvals@arden.ac.uk) inbox. The Head of Marketing (or nominee) will assess the material and either approve the draft copy or forward the copy to the Head of Quality (or nominee) for further inspection and approval. All marketing and publicity material from agents must receive approval from the Head of Marketing prior to publication. Any material found to be published without such approval may result in the termination of a contract with the agent.

The following review will be carried out on all marketing and publicity material:

1. Assurance the Arden University website and logo is correct and not omitted.
2. Assurance where information about a programme of study is published that it is accurate and current, such as:
  - award title
  - name of awarding body
  - programme accreditation (if any)
  - entrance requirements
  - mode of study
  - expected duration of study
  - fees
  - extra programme costs (if any)
  - programme modules
  - learning and teaching of programme
  - assessments on programme

The above information will be extracted from the programme specification, which is the definitive programme record validated by Arden University.

3. The Head of Marketing will also ensure where stated that:

- the relationship between Arden University and the agent is accurately described and not misrepresented
- the Arden University website is appropriately used to refer students to the terms and conditions, complaints policy and refund policy

The Head of Marketing will co-ordinate internal approval of all principles and liaise with agents on any amendments required. Final authorisation of all new marketing material will be communicated to agents via an approval email from the Head of Marketing.

#### **D. Approval procedure for marketing and publicity materials**

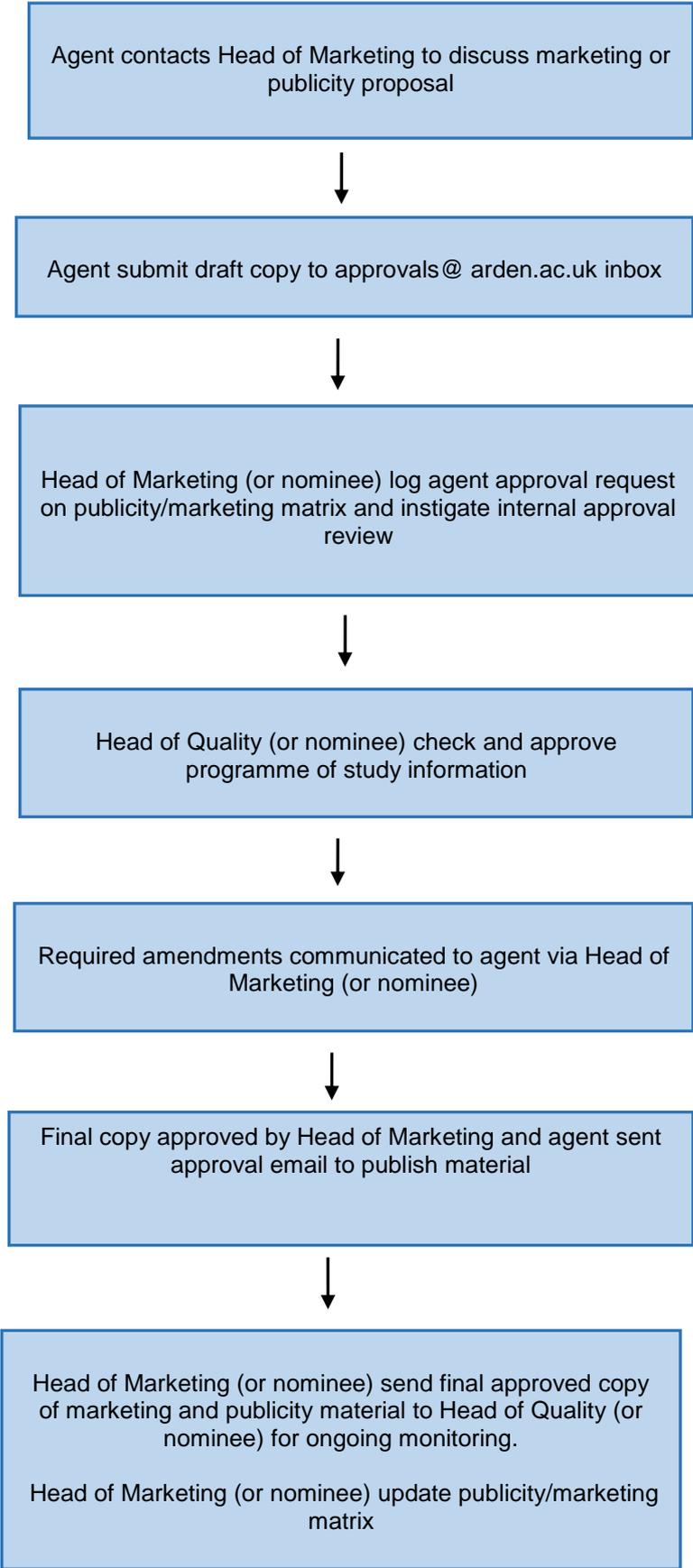
All new material developed by an agent for Arden University is subject to the following internal approval:

Contains:	Requirement to check:	Approval by
Arden University logo	Format and size for clarity	Head of Marketing/Brand Manager
Website	Appropriately signposted, correct, working and clear, <a href="http://www.arden.ac.uk">www.arden.ac.uk</a>	Head of Marketing/Brand Manager
University images/pictures	Appropriate and true	Head of Marketing/Brand Manager
Subjects and level of awards available through Arden University	Accuracy	Head of Quality (or nominee)
Course name	Accuracy	Head of Quality (or nominee)
University/Awarding body	Accuracy and clarification	Head of Quality (or

Contains:	Requirement to check:	Approval by
name		nominee)
Course details including modules, duration and entry requirements	Accuracy	Head of Quality (or nominee)

The approval process is illustrated below.

Agent Marketing and Publicity Material Approval Process:



Any pre-approved advert templates can be reproduced without the requirement for additional approval. Any customisation of or deviation from pre-approved templates must be approved in advance of use via the above process. Copies of any pre-approved adverts are available on request from the Head of Marketing (or nominee).

## **E. Review process for agent marketing and publicity materials**

A review will typically assess the correct use of any Arden University assets, the use of language and any associated links and context as highlighted above.

The review includes ensuring that all information is accurate and that any associations and relationships with other professional bodies are clear. Basic communication checks such as grammar and spelling plus clarity of layout and use of colours will be reviewed at this point. All reviews are made on an individual basis and responses to submissions will detail any issues and also attempt to offer potential solutions. The Head of Marketing will centrally co-ordinate the review of all material and liaise with the Brand Manager and Head of Quality as required.

## **F. Monitoring of agent marketing and publicity material**

The Head of Quality (or nominee) will undertake annual spot checks of published material by agents. This monitoring activity will ensure there has been no deviation from the approved copy and check that:

- agents do not misrepresent their position to promote, market and recruit
- agents do not make any claims to have authority to admit or offer places to students
- agents do not request any payments from students, unless it has been agreed by Arden University
- agents do not sub-contract their obligation and duties to other parties
- agents do not misuse Arden University identity or logo for any other purpose

In the event a cause for concern is identified, the Head of Quality (or nominee) will notify the agent and the University Registrar. The Registrar will decide if immediate remedy can be undertaken or if the agent agreement will need to be terminated. Following a decision to terminate, the agent will be informed and the agent will be removed from the approved register at Arden University.

## **G. Content used to describe Arden University**

### 1. About Arden

The following statement may be used to describe Arden and its position in the market place. Any alterations from the below or amendments must be requested prior to publication

*We believe that everyone everywhere has a right to Higher Education. It's a path that leads to both personal progress and enrichment.*

*For some though, there are hurdles along the way – whether its geographical constraints, financial concerns, family commitments or just not quite believing you can do it.*

*Our ambition is to make Higher Education more accessible, engaging and beneficial to people everywhere and our unique, flexible online and full time study programmes and supportive learning experience make us a pioneer in Higher Education.*

## 2. Weblinks

In the interest to accuracy and transparency, the replication of website content should be limited and wherever possible/applicable readers should be directed to the original source on the website.

Online links to Arden University should attempt to reference the likely destination where at all possible for the user to ensure clarity e.g. or should be used instead of longer or unreadable links.

## 3. Photography

Images of Arden University can be made available to agents and will require approval for use in all cases.

## 4. Arden University logo

Arden, represented by a dynamic letter 'A' is an iconic mark with a strong foundation. The blue hues refer to the sky and a sense of freedom, whilst the birds represent release, the beginning of a journey.

The logo should be reproduced wherever possible in full colour with the colour gradient.



There will be times when, due to production issues or printing techniques, it will not be possible to reproduce the full colour version of the logo. In these cases, use one of the following logos:



SINGLE COLOUR OPTION 1

Blue  
Pantone 2995C  
C83 M1 Y0 K0  
R0 G169 B224



SINGLE COLOUR OPTION 2

Mid Blue  
Pantone 7469C  
C100 M31 Y8 K44  
R0 G92 B132



MONOCHROME

This logo reproduces  
when only black is  
available.

Full requirements on logo and asset usage are available in the Arden University Brand Guidelines document, available through the Head of Marketing.