

# Quality Code for Higher Education

## Publicity and Marketing of Academic Provision

**Reference Code:** 12.1  
**Version:** 4.2  
**Date:** August 2022

**Date of Implementation:** August 2022

**Originator:** Higher Education & Skills  
**Approval by:** Higher Education Learning & Teaching Committee

**Date for Review:** July 2023

**Description:**

**NOTE: Where the awarding body has different requirements this will take precedence over the College's Code of Practice (CoP)**

**Responsibilities:** Higher Education Learning & Teaching Committee  
Academic Heads / Curriculum Managers / Curriculum Leader(s)  
Higher Education & Skills  
Student Services  
Marketing Unit

**Applications for exemptions to:** Higher Education Learning & Teaching Committee

**Report Exemptions to:** Higher Education Learning & Teaching Committee

**Links to UK Quality Code for HE:** [Section C](#)

12.1

## Introduction

The College in conjunction with its awarding institutions is responsible for the accuracy of all published information relating to its programmes including publicity and marketing materials. This responsibility includes making sure, as far as, reasonably possible, that the information is fair and accurate and does not mislead the public to the nature of the programmes. This Code of Practice (CoP) sets out the College's expectations and the procedures through which publicity and marketing information will be approved and monitored.

The College's Marketing Unit is available to provide advice and guidance on general marketing matter, design and College publications.

## Scope

This CoP applies to all publicity and marketing materials produced by the College in relation to higher education programmes of study or modules thereof whether produced for the purpose of general publicity, marketing or recruitment. It applies irrespective of the form or medium through which the information is produced e.g. prospectuses, web sites, CDs or press releases.

## Authority

Higher Education Academic Standards and Strategy Group is the final arbiter in relation to this CoP.

## General Principles

The College considers that the following principles are applicable to the production of publicity and marketing materials:

- All material should be a true representation of the provision and reasonable steps must have been taken to ensure information is not misleading
- Material must only be included within reputable publications and should create a positive image of the College and its higher education partners
- Materials must be compliant with the College and higher education partner's visual identity. Departmental web pages **must** follow the design guidelines as set out by the Marketing Unit
- For new programmes, advertising material **must not** be published until planning permission has been granted in accordance with the Code of Practice Approval of Programmes and any higher education partner requirements
- All material must be approved by the relevant higher education partners prior to use

## Monitoring

The Marketing Unit is responsible for reviewing annually a sample of departmental marketing and recruitment information, including the higher education prospectus, and reporting their finding to the Higher Education Learning & Teaching Committee.

## News and Public Relations Information

Departments and Units should consult with the Marketing Unit who will support them in developing and issuing any news or public relations information relating to any higher education provision.