

# MARKETING AND BRANDING POLICY AND PROCEDURE



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## 1 PURPOSE

- 1.1 This policy and procedure ensures CQUniversity’s marketing activities and vehicles, and the use of the University brand reflect a positive and consistent image for the University and are aligned with the University’s [Strategic Plan](#) and [values](#).

## 2 SCOPE

- 2.1 This policy and procedure applies to all University employees and external parties undertaking activities on behalf of CQUniversity and its wholly owned subsidiaries. This includes the implementation of any marketing activity or the development and distribution of any marketing product that is representative of CQUniversity and its wholly owned subsidiaries, including, but not limited to, all persons undertaking marketing, recruitment, promotional, engagement or corporate activities on behalf of the University.

## 3 POLICY STATEMENT

- 3.1 The way that CQUniversity presents itself to the world influences the perception and image that potential students and the general public have of the University. These perceptions are influenced by the use of the University’s name, logo and key marketing messages, all of which ultimately contribute to the overall success of the institution.
- 3.2 All aspects of CQUniversity’s brand management and marketing including advertising, student recruitment, student recruitment events, promotional publications, online and social media marketing, branding and design of corporate materials and templates is overseen by the Marketing Directorate. These aspects are required to reflect the University’s corporate identity as outlined in the [Brand Guidelines](#) and the [Writing Style Guideline](#).
- 3.3 The Marketing Directorate, in partnership with stakeholders across the University, has responsibility for ensuring that marketing strategies and the related promotional materials are accurate and ethical, and maintain the integrity and contribute to the reputation of the institution.

## 4 PROCEDURE

- 4.1 Guidelines for the application of the University brand and instructions on how to obtain marketing materials are contained within the [Marketing Resource Centre](#) on the Marketing Directorate's StaffNet site.

## 5 RESPONSIBILITIES

### Compliance, monitoring and review

- 5.1 The Marketing Directorate:
- is responsible for the implementation of this policy and procedure including compliance issues related to the Brand Guidelines and Writing Style Guideline, advertising and the use of the logo and other visual identity assets (both internally and in conjunction with external agencies)
  - in close co-operation with other organisation units within the University, works to develop and promote a cohesive University brand that utilises consistent messages and themes as well as uniform visual standards. (See [Marketing Policies and Guidelines](#) on the Marketing Directorate's StaffNet site).
  - is responsible for brand compliance and for developing and implementing processes which streamline the development of the abovementioned marketing tools, marketing materials, advertising materials and the University's Marketing and Student Recruitment Plans
  - will provide a range of templates suitable for stakeholders to create their own branded materials
  - can facilitate access to a range of a professional services (agency, designers, printers) to facilities more complex bespoke marketing and promotional requirements
  - provides final approval for the use of the CQUniversity logo and branding on all materials including print and electronic formats, for both internal and external stakeholders
  - is responsible for the final check on all compliance (truth in advertising, CRICOS etc.) issues relating to materials produced through this department.
  - is responsible for the final check on all compliance with applicable regulatory frameworks and legislation (eg truth in advertising, CRICOS, Higher Education Standards Framework, National Code, Standards for Registered Training Organisations etc.), and
  - consulting with relevant business units (e.g. International, Educational Standards and Quality) within the University regarding any compliance issues relating to materials produced through Directorate.
- 5.2 The Director, Marketing is responsible for monitoring, reviewing and ensuring compliance with this policy and procedure.

### Reporting

- 5.3 No additional reporting is required.

### Records management

- 5.4 Employees must manage records in accordance with the [Records Management Policy and Procedure](#). This includes retaining these records in a recognised University recordkeeping information system.
- 4.4 University records must be retained for the minimum periods specified in the University Sector Retention and Disposal Schedule on the [Queensland State Archives website](#).

## 6 DEFINITIONS

- 6.1 Terms not defined in this document may be in the University [glossary](#).

### Terms and definitions

**Advertising:** any form of paid information placement provided to the public about our product and services, including paid online or social media activity.

**Marketing materials:** all corporate materials and student recruitment documentation including professionally printed, electronic and web-based materials.

**Student recruitment:** identification of potential students, provision of CQUniversity program and services information to assist them in their information search for higher education products and providers.

## 7 RELATED LEGISLATION AND DOCUMENTS

[Advertising and Marketing Communication Code of Conduct](#) (Queensland Government)

[Brand Guideline](#)

[Commercial Television Industry Code of Practice \(CTVI Code\)](#)

[Commercials Advice](#) (CAD)

[Education Services for Overseas Students Act 2000](#) (Qld)

[Fair Trading Act 1989](#) (Qld)

[Higher Education Standards Framework \(Threshold Standards\) 2015](#) (Cwlth)

[National Code of Practice for Providers of Education and Training to Overseas Students 2018](#) (Cwlth)

[National Vocational Education and Training Regulator Act 2011](#) (Cwlth)

[Procurement Policy and Procedure \(FMPM\)](#)

[Social Media Policy](#)

[Standards for Registered Training Organisations \(RTOs\) 2015](#) (Cwlth)

[Tertiary Education Quality and Standards Agency Act 2011](#) (Cwlth)

[Writing Style Guideline](#)

## 8 FEEDBACK

8.1 University staff and students may provide feedback about this document by emailing [policy@cqu.edu.au](mailto:policy@cqu.edu.au).

## 9 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
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Advisory Committee to Approval Authority	Vice-Chancellor's Advisory Committee
Administrator	Director, Marketing
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Notes	This document was formerly known as the Marketing and Student Recruitment Policy and Procedure (5/03/2018).