

MARKETING AND STUDENT RECRUITMENT POLICY AND PROCEDURE



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1 PURPOSE

- 1.1 The purpose of this policy is ensure CQUniversity Australia’s marketing activities and marketing vehicles, and the use of the University brand are aligned with the University’s strategic and corporate plan. Adherence to this policy and procedure will ensure that all marketing activities reflect a positive and consistent image for the University, in keeping with the University values.

2 SCOPE

- 2.1 This policy and procedure applies to all University staff 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 managed by the Marketing Directorate. These aspects are required to reflect the University’s corporate identity as outlined in the [Brand Guidelines](#) and [Writing Style Guide](#).
- 3.3 The Marketing Directorate 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 Directorate Portal 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 Style Manual, advertising and the use of the logo (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 [Brand Guidelines](#) and [Writing Style Guide](#))
 - 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
 - provides final approval for the use of the CQUniversity logo on all materials including print and electronic formats, for both internal and external stakeholders
 - is responsible for all compliance (truth in advertising, CRICOS etc.) issues relating to materials produced through this department.
- 5.2 All University staff are responsible for following this Policy and complying with instruction provided by the Brand Guidelines and Style Manual.

Reporting

- 5.3 No additional reporting is required.

Records management

- 5.4 Staff must maintain all records relevant to administering this policy and procedure in a recognised University recordkeeping system.

6 DEFINITIONS

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

Terms and definitions

Marketing Materials: All corporate materials and student recruitment documentation including print, 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.

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

7 RELATED LEGISLATION AND DOCUMENTS

[Brand Guidelines](#)

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

CAD (Commercial Advice – Australian federation of Advertising)

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

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

[National Fair Trading Act 1989](#)

[Queensland Government Advertising Code of Conduct](#)

[Procurement Policy](#)

[Social Media Policy](#)

[Writing Style Guideline](#)

8 FEEDBACK

8.1 University staff and students may provide feedback about this document by emailing policy@cqu.edu.au.

9 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
Approval Authority	Vice-Chancellor and President (or delegate)
Advisory Committee to Approval Authority	Vice-Chancellor's Advisory Committee (VCAC)
Administrator	Director, Marketing
Next Review Date	11/11/2018

Approval and Amendment History	Details
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Notes	