

APPROVAL AND MONITORING OF COLLABORATIVE ACADEMIC PARTNERS' MARKETING AND PUBLICITY MATERIALS

1. Introduction

- 1.1** This procedure describes the process for the approval and monitoring of Collaborative Academic Partner generated marketing and publicity material relating to Staffordshire University awards or modules.
- 1.2** The procedure encompasses both electronic and printed material.

2. Marketing Material

2.1 Definition of Marketing Material

- 2.1.1** Marketing material means any publicity material (whether hard or soft copy) which references Staffordshire University and its awards and modules, including the use of the Staffordshire University logo.
- 2.1.2** Examples of marketing materials are included in the following list, which is indicative and not exhaustive:
- Prospectuses
 - Brochures, leaflets and flyers
 - Print advertisements
 - Texts for TV and radio advertising
 - Web pages
 - Banners for web pages
 - Social media such as Facebook
 - YouTube material
 - Use of the University's logo on buildings
 - Exhibition material
 - Press interviews

2.2 Approval of Marketing Material

- 2.2.1** Approval of marketing material for Collaborative Academic Partners will for operational purposes be the responsibility of the Collaborative Academic Partnerships Service working with Schools and the Marketing Department.

- 2.2.2 No marketing material can be published until a Collaborative Academic Partnership has been formally approved by the University as a partner. After a Collaborative Academic Partner has been formally approved, proposed awards for delivery can only be advertised “subject to approval” once they have been approved by the University’s Academic Planning Group.
- 2.2.3 The use of marketing material which has not been approved by the University would be considered a serious breach of the agreement between the Collaborative Academic Partner and the University.
- 2.2.4 The Collaborative Academic Partnerships Service will supply a toolkit of approved logos and general marketing material available to all the University’s Collaborative Academic Partners.
- 2.2.5 Any publicity material which is produced in a language other than English must be provided by the Collaborative Academic Partner for approval by the University in advance of its use in its original form. A certified translation into English will also be required which will be paid for by the partner. Arrangements for translation, will be agreed in advance.

2.3 Process for Approval

- 2.3.1 Marketing material should be submitted by the Collaborative Academic Partner to the Collaborative Academic Partnerships Service email – CAP@staffs.ac.uk The Collaborative Academic Partnerships Service will check that the award title, details and additional information are correct in consultation with Marketing, QES and Schools as appropriate.
- 2.3.2 The Collaborative Academic Partnerships Service will notify the Collaborative Academic Partner of the University’s response.
- 2.3.3 The Collaborative Academic Partnerships Service should receive from the Collaborative Academic Partner a copy of the final approved material for the University’s records (hard and soft copies as appropriate).
- 2.3.4 The Collaborative Academic Partnerships Service will keep a register of all marketing materials which have been approved.

2.4 Timescales for Approval

- 2.4.1 The Collaborative Academic Partnerships Service will respond to all requests for the approval of marketing material within 10 working days.
- 2.4.2 This is the maximum response time and the University will endeavour to provide a response in a shorter timeframe. However, Collaborative Academic Partners must be realistic in their expectations and provide the University with as much notice as possible of publicity for which they are seeking approval.
- 2.4.3 Marketing material should be proof-read by the Collaborative Academic Partner prior to it being forwarded to the University. If material needs to be returned to the Collaborative Academic Partner for correction, the timescale of 10 working days will begin again on receipt of the corrected material.
- 2.4.4 The Collaborative Academic Partnerships Service should also be notified normally 10 working days in advance (or normally 10 working days prior to departure from the UK for overseas visits, approval or review events) if a Collaborative Academic Partner wishes the Chair of a panel or other member of the University to give a statement or interview to the press.

2.5 Monitoring of Marketing Material

- 2.5.1 The Collaborative Academic Partnerships Service will keep a record of all marketing materials which have been approved for use by each Collaborative Academic Partner.
- 2.5.2 The Collaborative Academic Partnerships Service will also undertake regular reviews of the marketing materials – both electronic and printed - in use at all Collaborative Academic Partners. Such reviews will normally be undertaken annually unless the outcome of a review indicates that more regular monitoring is required. Review outcomes will be reported to the relevant Collaborative Academic Partnerships Manager for communication to the Collaborative Academic Partner and will also be considered as part of the partnership and course monitoring and review processes.
- 2.5.3 The University's Marketing Department also monitors conversations on social media channels on a daily basis. Any post of concern relating to a Collaborative Academic Partner and the University will be reported to the Collaborative Academic Partnerships Service.
- 2.5.4 The University's Collaborative Academic Partnership Managers and Academic Link Tutors are asked to comment on publicity they have seen during visits, whilst undertaking their normal activities, in their reports. Matters of concern are reported to the Collaborative Academic Partnerships Service so that they can address any issues with the Collaborative Academic Partner.

3 Agreements

- 3.1 All agreements with Collaborative Academic Partners should cover the University's requirements regarding the approval and monitoring of marketing and publicity material.