# Marketing and Student Recruitment Policy

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| **Supporting plans, policies and procedures** | • Marketing Plan<br>• Workforce Plan<br>• Strategic Plan<br>• Business Plan<br>• Code of Conduct<br>• Academic Integrity Policy and Procedure<br>• Admissions and Enrolment Policy and Procedure<br>• Credit and Recognition of Prior Learning Policy and Procedure<br>• Feedback Policy and Procedure<br>• Student Orientation Policy and Procedure<br>• Student Complaints and Appeals Policy and Procedure<br>• Equity, Diversity and Aboriginal and Torres Strait Islander Peoples Framework and Policy<br>• Teach-out Policy |
| **Related Legislation** | • The Higher Education Standards Framework (Threshold Standards) 2021<br>• Tertiary Education Quality and Standards Agency (TEQSA) Act 2011<br>• Education Services for Overseas Students Act (ESOS Act)<br>• National Code of Practice for Providers of Education and Training to Overseas Students (National Code)<br>• Australian Consumer Law |
| **Version** | 3.0 |
| **Approved by** | Board of Directors and Academic Board |
| **Date approved** | 23 July 2021 |
| **Document Review** | This document is to be reviewed every two-years at a minimum from the date of final approval. |

| Version | Review Date and Person/Body | Notes |
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| 0.1 | Draft prepared by CEO and Dean in May 2020 and reviewed by Learning and Teaching Committee (LTC) | |
| 0.2 | Reviewed by LTC members and updated | Updated based on LTC feedback |
| 1.0 | Approved on 3 June 2020 by Board of Directors | |
| 2.0 | Approved on 16 June 2020 by Academic Board | |
| 2.1 | Approved on 30 September 2020 by Board of Directors | Minor updates based on further internal and external review, including removal of references to educational agents |
| 2.2 | Approved on 20 October 2020 by Academic Board | |
| 3.0 | Reviewed and approved by the Board of Directors and Academic Board via email circulation on 23 July 2021 | Updates made following the response to the TEQSA Request for Information 23 July 2021 |

# Background and Scope

This policy ensures that the marketing and student recruitment activities are aligned with Strategic and Business plans of MIHE. This includes the implementation of any marketing activity or the development and distribution of any marketing product that is representative of MIHE. It supports MIHE's commitment to maintain organisational values by ensuring all marketing and recruiting activities are positive and consistent. This policy also provides guidelines for the marketing and student recruitment activities of MIHE and are applicable to all MIHE staff engaged with marketing and student recruitment activities on behalf of MIHE (if applicable), refer to *Marketing Plan* for details.

# Definitions

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| **Brand Management** | A function of Marketing for using techniques to increase the perceived value of MIHE's brand over time. |
| **Logo** | The specific symbol which promotes public identification and recognition of MIHE. |
| **Marketing Materials** | All corporate materials and student recruitment documents electronic and web-based materials. |
| **Student Recruitment** | Identification of potential students, provision of MIHE's courses and services information to assist them in their information search for higher education products and providers. |
| **Advertising** | All forms of paid information placement provided to the public about MIHE's product and services, including paid online or social media activity. |

Also, see Glossary of Terms.

# Marketing and Student Recruitment Policy

This policy includes all brand management and marketing including advertising, student recruitment, marketing events, promotional publications, online and social media marketing and design of corporate materials. MIHE's approach to marketing and student recruitment must be aligned to the following principles.

a) MIHE must ensure that the marketing of its services and courses by any authority will be undertaken in a professional manner and maintain the highest integrity and reputation as a registered higher education provider.

b) Appropriate, comprehensive and most recently updated information for potential and existing domestic and international students on all topics related to courses delivered by MIHE must be made available. MIHE must ensure that all marketing and student recruitment information is ethical, professional, and maintains the standards of Australia's higher education industry.

c) MIHE must ensure that no false, misleading or deceptive information is provided to potential and existing domestic and international students. MIHE must ensure that all marketing and promotion activities relating to courses and services provided adhere to the Australian Consumer Law and the National Code of Practice for Providers of Education and Training to Overseas Students 2018.

d) Marketing and promotional materials for student recruitment includes advertising, brochures, flyers, student handbook, social media posts, course guides and MIHE website.

e) MIHE and all education agents (if education agents are engaged by MIHE) must ensure correct information is provided to all prospective and current students seeking or entering into written agreements with regards to the following:

- Courses offered and delivered at MIHE
- Entry requirements including language, literacy and numeracy, educational qualifications or work experience.
- Assessment of advanced standing and credit transfer
- Calculation of fees and charges
- Employment outcomes associated with a course
- Possible migration outcomes
- Claims of association with any other educational provider
- Eligibility for acceptance into another course
- Campus location and general description of facilities, equipment and learning resources
- All relevant information relating to MIHE (including its courses or outcomes associated with its courses)

f) All MIHE Marketing staff must ensure all marketing and student recruitment activities including marketing strategies and the related promotional materials are accurate, not misleading and ethical, maintain the integrity and contribute to the positive reputation of MIHE (refer to *Marketing Plan* for details).

g) Brand management and all marketing promotional activities including advertising, student recruitment events, promotional publications, online and social media, marketing, branding and design of corporate materials and templates is managed by the Marketing Manager (and the Marketing department that they lead as applicable) representing MIHE's corporate identity.

h) Students that have started a course at another Higher Education Provider but have not completed their first six months of study in their principal course will not be recruited by MIHE

or any of its education agents (if education agents are engaged by MIHE) except under specific special circumstances approved by the MIHE Chief Executive Officer.

For further details refer to the *Marketing Plan* and *Workforce Plan*.

**The Marketing Manager** (and if applicable the Marketing Department led by the Marketing Manager) have the following responsibilities and must:

a) Ensure brand compliance, including ensuring that marketing and student recruitment, development and implementation are aligned with the marketing approach, tools and materials detailed in the *Marketing Plan*.

b) Ensure the implementation of this policy is monitored and complied with by MIHE and all education agents (if used) including clarity and consistency of messages communicated, commitments made, brand management, advertising and the use of the MIHE logo.

c) Work together with other staff and relevant departments of MIHE in developing, implementing and promoting a unified MIHE brand to ensure consistent messages and themes, as well as identical visual standards, are maintained.

d) Ensure that consent has been obtained from any student whom MIHE wants to use in their marketing.

e) Approve the use of MIHE's logo on all materials created and circulated including print and electronic formats for both internal and external stakeholders.

f) Ensure that MIHE courses or units of study are not described as accredited until such accreditation has been obtained.

g) Ensure that accurate, relevant and timely information for prospective and current students is available and accessible on MIHE's website. This information must be available to students prior to acceptance of an offer, written in plain English where applicable and accompanied by an explanation of any technical or specialised terms. This information includes, and is not limited to, information to:

- assist students making decisions about courses or units of study (such as course design, prerequisites, recognition of prior learning, pathways to employment, etc);
- assist planning for participation in educational and other activities (such as information about orientation program, delivery arrangements, timetables, access to learning resources, ICT, technologies, tools, support, opportunities to participate in decision making and student representative bodies, etc);
- outline student obligations and liabilities such as expected standards of behaviour and adherence to the MIHE *Code of Conduct* and MIHE Policies and Procedures (such as the *Academic Integrity Policy and Procedure*); and

- give access to current academic governance policies and requirements (such as admission, recognition of prior learning, progression, assessment, etc).

## Monitoring and Review

Marketing and student recruitment advertising and publications will be regularly monitored and reviewed through student surveys, external feedback and internal auditing.