University Procedure

International Marketing Material Approval Process Procedure

Policy Code: LT1439

Table of Contents

Purpose .........................................................................................................................................................  1
Scope ............................................................................................................................................................  1
Definitions ......................................................................................................................................................  1
Actions ...........................................................................................................................................................  2
  Marketing Material Produced by Partner Provider for CUP Approval ..........................................................  2
  Timelines ...............................................................................................................................................  3
  Responsibilities ...........................................................................................................................................  3
  Policy Base ...................................................................................................................................................  4
  Associated Documents ...................................................................................................................................  4
  Forms/Record Keeping ...................................................................................................................................  4
  Implementation ...............................................................................................................................................  4

Purpose

To ensure the University marketing materials targeted at international students are produced in accordance with ESOS compliance.

Scope

This procedure applies to:

1. University staff who produce marketing materials with the purpose of using them to recruit international students onshore; and
2. Partner providers onshore in Australia delivering Federation University Australia courses at onshore locations.

Definitions

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Dean of Engagement</td>
<td>School representative approving academic content. May nominated another staff member to review academic content.</td>
</tr>
<tr>
<td>ESOS:</td>
<td>The Education Services for Overseas Students framework sets out the legal framework for the delivery of education to overseas students.</td>
</tr>
<tr>
<td>School</td>
<td>School to approve marketing material if it includes academic course content, such as: course outline, entry requirements, RPL, course</td>
</tr>
</tbody>
</table>

Warning - Uncontrolled when printed! The current version of this document is kept on the FedUni website.
Term | Definition
--- | ---
objectives, requirements, application method, content, teaching resources, delivery methods, learning facilities, career opportunities and assessment.  
• CUP will only approve marketing material following approval of academic related content by the School.

Marketing Materials | All material that promotes the University, including but not limited to: brochures, banners, advertisements, video footage, websites, Program Finder etc.

Partner Provider (PP): | Educational institution providing programs and courses of the University through an approved Education Agreement.

**Actions**

Marketing Material Produced by Partner Provider for Approval.

Timelines.

### Marketing Material Produced by Partner Provider for CUP Approval

<table>
<thead>
<tr>
<th>STEPS</th>
<th>WHO IS RESPONSIBLE?</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Produce marketing material artwork.</td>
<td>PP</td>
<td></td>
</tr>
</tbody>
</table>
| 5. Identify if School needs to approve program content of marketing material prior to CUP approval. | PP | Academic program content, such as:  
• Course outline,  
• Entry requirements,  
• RPL,  
• Course objectives,  
• Teaching resources,  
• Delivery methods,  
• Learning facilities,  
• Career opportunities, and  
• Assessment |
| 6. Forward marketing material to Associate Dean of Engagement in School for approval. | School |
| 7. Marketing materials academic content is checked and approved by School. | School | Academic program content, such as:  
• Course outline,  
• Entry requirements,  
• RPL,  
• Course objectives,  
• ... |
<table>
<thead>
<tr>
<th>STEPS</th>
<th>WHO IS RESPONSIBLE?</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>• Teaching resources,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Delivery methods,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Learning facilities,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Career opportunities, and</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Assessment</td>
</tr>
</tbody>
</table>

8. PP is advised of approval via email. School  

7. Forward marketing material including School approval if applicable to Manager, Compliance, CUP. PP  

8. Marketing material artwork is reviewed for ESOS compliance. Manager, Compliance, CUP  

9. Where branding approval is required the marketing material will be forwarded to Manager, Public Relations. Manager, Compliance, CUP  

10. Partner is advised of approval or required changes. Manager, Compliance, CUP  

11. Where required partner sends updated marketing material to the Manager, Compliance, CUP for final approval. PP  

---

**Timelines**

Below is an estimated timeline on the approval process for all FedUni Marketing Material:

<table>
<thead>
<tr>
<th>Responsible</th>
<th>Type of Marketing Material</th>
<th>Est. Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUP approval</td>
<td>Marketing material does not contain content requiring approval by school.</td>
<td>1 week</td>
</tr>
<tr>
<td>School &amp; CUP approval</td>
<td>School to approve marketing material if it includes academic course content, such as: course outline, entry requirements, RPL, course objectives, requirements, application method, content, teaching resources, delivery methods, learning facilities, career opportunities and assessment. CUP then approves marketing material after the School has approved content.</td>
<td>4 weeks</td>
</tr>
</tbody>
</table>

---

**Responsibilities**

Associate Dean of Engagement  
Manager, Compliance, Centre for University Partnerships
Partner Provider

Policy Base

- Education Services for Overseas Students Act 2000.
- Education Services for Overseas Students Regulations 2001.

Associated Documents


Forms/Record Keeping

<table>
<thead>
<tr>
<th>Title</th>
<th>Location</th>
<th>Responsible Officer</th>
<th>Minimum Retention Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Publications -</td>
<td>Forward to Records Management Services</td>
<td>Manager, Compliance, Centre for University Partnerships</td>
<td>Retain one copy permanently</td>
</tr>
<tr>
<td>hardcopy</td>
<td>for archiving</td>
<td></td>
<td></td>
</tr>
<tr>
<td>University Publications -</td>
<td>Store in Corporate Records Management System</td>
<td>Manager, Compliance, Centre for University Partnerships</td>
<td>Retain one copy permanently</td>
</tr>
<tr>
<td>electronic</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Implementation

This procedure will be implemented using the following strategies:

2. Student Recruitment Manager, FedUni to email all Partner Providers to announce the new procedure and implementation date.