

**Policy for Approving Marketing and Publicity Materials for University of Worcester Collaborative Partnerships and Provision Delivered by Partner Organisations**

**1. Purpose**

- 1.1** This policy outlines for the University's collaborative partner organisations (hereafter 'The Partner') the responsibilities and processes for approving 'partner generated' marketing and public information (including print, electronic and web-based material) and their use in promotional activities for collaborative provision and agreements approved by the University of Worcester (hereafter 'The University').
- 1.2** The QAA Code of Practice for the assurance of academic quality and standards in higher education, Section 2: Collaborative provision and flexible and distributed learning (including e-learning)(2004, Precept A28)<sup>1</sup> states that the University, '..should ensure that it has effective control over the accuracy of all public information, publicity and promotional activity relating to its collaborative provision, and provision offered through FDL arrangements'.
- 1.3** In signing a Partnership Agreement, The University and The Partner agree to use all reasonable endeavours to promote the reputation of the other and to promote the collaborative provision and activities developed through the Agreement and The Partner agrees to operate within this Policy.

**2. Definition of public information, publicity and promotional activities/marketing material**

- 2.1** This document refers to any public information (print copy, electronic or web-based) or activities used in the marketing and promotion of University of Worcester approved awards (or agreements), including references to The University and the use of its branding.
- 2.2** Print-based materials include press releases and advertising as well as standard publications, such as posters and leaflets.

**3. Promotion of the academic aspects of provision**

- 3.1** No publicity or marketing material for a partnership, a course or an agreement may state or imply a formal relationship with The University unless explicit written approval has been granted by the Academic Portfolio Committee, or other senior executive or academic committee.
- 3.2** In the case of progression and articulation agreements (home or international), no publicity or marketing material may state or imply a formal relationship with The University unless a progression or articulation agreement has been explicitly approved in accordance with the University Policy on Approval and Monitoring of Articulation and Progression Agreements.

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<sup>1</sup> QAA Code of practice for the assurance of academic quality and standards in higher education, [Section 2: Collaborative provision and flexible and distributed learning \(including e-learning\) \(September 2004\)](#)

- 3.3** University branding must not be used in any way to imply that a course delivered by a partner organisation that is articulated through an agreement to a University of Worcester course has been 'quality approved' or validated by The University.
- 3.4** All publicity or marketing materials must accurately represent the approval status of a course or agreement. Any course or agreement undergoing approval can only be advertised as 'subject to approval'.
- 3.5** Publicity or marketing material must accurately represent the academic level of the course and the number and level(s) of academic credits to be awarded.
- 3.6** Where a course has been approved to run at a number of partners, all print copy and web-based material must be consistent in its statement of title, entry criteria, level, credits and structure of the award (subject to any variation agreed at approval, e.g. optional modules at specific centres).

#### **4. How the University of Worcester should be referenced in all collaborative marketing and publicity material**

- 4.1** No trade marks, logo types, kite marks, symbols or other emblems owned or awarded by The University may be used by The Partner in any marketing or publicity materials without prior written permission from The University.
- 4.2** The University 'Using Our Brand - Corporate Identity Guidelines' must be observed [http://www.worc.ac.uk/comms/documents/Corporate\\_guidelines.pdf](http://www.worc.ac.uk/comms/documents/Corporate_guidelines.pdf).
- 4.3** All marketing and publicity material for collaborative courses and/or agreements must:
- Assure any reference made to The University is to the 'University of Worcester' (i.e. not Worcester University)
  - State the course or agreement is 'In partnership with' and/or 'Approved by' The University
  - Where The University logo is used this must be an approved version in accordance with The University 'Using Our Brand - Corporate Identity Guidelines' [http://www.worc.ac.uk/comms/documents/Corporate\\_guidelines.pdf](http://www.worc.ac.uk/comms/documents/Corporate_guidelines.pdf)
  - Where appropriate, for example in course information, The Partner should promote progression routes at The University, including any specific courses named in approval/validation documents
  - Course Web pages must include a link to The University website.
- 4.4** To help promote courses delivered by collaborative partners The University will:
- Provide a full entry for all indirect funded courses in The University Prospectus and provide links to The Partner website from The University web pages
  - List all directly funded courses in a section in The University Prospectus called 'Other Courses Approved by The University delivered by Partner Organisations' and include The Partner web address
  - List all Partner courses in the 'Course Finder' section on the University's website
  - List all Partners and University approved collaborative courses on our website in sections called 'Our Partners', 'Collaborative Courses Listed by Institution' and 'Collaborative Courses Listed by Course' which include links to The Partner institution's website

- List all Institutions with whom we have articulation and progression agreements on our website in the section called 'Our Partners'.

**4.5** Where courses are delivered by both The Partner and The University, the University will also:

- Make University content and imagery available for use by the Partner, as appropriate via the Communications and Development department
- Put on all course publicity (printed materials and web based), that people can also take the course at the partner location, where appropriate
- Include a link to The Partner's website on The University web page for the course.

## **5. The process of approval**

**5.1** External advertising and publicity (including electronic and web-based marketing), relating to courses developed and approved within partnership agreements, will be jointly agreed between The University and The Partner.

**5.2** The Partner should inform the University Communications and Development Partnership Account Manager of the name and contact details of the person who is responsible for marketing the programme at the partner organisation.

**5.3** The Partner should proof-read any publicity or marketing material prior to it being forwarded to The University.

**5.4** All draft publicity or marketing material produced by The Partner for University awards or agreements must be sent to the relevant University Head of Institute (or nominee) who will approve the academic and procedural content. This will be forwarded to the Communications and Development Partnership Account Manager (or nominee) who will check the marketing aspects of the materials. Ideally this material should be emailed as a pdf or as a web link (or in the case of broadcast material, as an audio or video file).

**5.5** The University will endeavour to approve material/s as quickly as possible.

## **6. Contacts for support or queries related to the approval of marketing and publicity materials**

Partnerships Account Manager:  
Jane Britton (Communications and Development – Head of Media Communications)

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