

 S P Jain London School of Management	Marketing Policy
Document Type	Policy
Administering Entity	Business Development Manager, Marketing Managers, Recruitment Managers, CEO, Dean, Academic Staff
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1. Purpose

- a. The purpose of this policy is to ensure that S P Jain School of London School of Management's (the School) marketing activities are aligned with the School's strategic plan. It is also to ensure that such activities are in compliance with various regulatory requirements, particularly the guidance on meeting consumer law from the Competition and Markets Authority.
- b. The School has to meet the requirements of consumer law when undertaking marketing and recruitment activities and in the delivery of the education and other opportunities to students. To support the HE sectors application of the law [guidance](#) has been produced to by the Competition and Marketing Authority. This policy sets out how this guidance is translated into policy with regard to marketing programmes to students.

2. Scope

- a. This policy and procedure applies to all staff, education agents and external parties undertaking marketing activities on behalf of the School including but not limited to all persons undertaking marketing, recruitment, promotional, engagement or corporate activities on behalf of the School.

3. Principles

- a. S P Jain is committed to ensuring that all marketing undertaken by, or on behalf of the School, adheres to high standards, is not false or misleading and is consistent with all UK consumer law. The School understands that for students, the decision to choose a particular programme is a once in a lifetime decision and it must therefore provide all the information needed to aid the decision making process. It must also ensure that it provides the programmes in accordance with the undertakings and commitments it made

in the application and admissions process.

- b. Information for applicants, through materials, in writing or through conversations must be accurate, clear, unambiguous, and given up front.
- c. The information must be accessible via your website, prospectuses, programme and departmental handbooks, and at open days.
- d. It must include all information that could affect students' decisions about their choices, including costs and how fees are calculated and to include important information for certain groups of prospective students such as part-time or international students.

4. Responsibilities

- a. All aspects of S P Jain'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 the responsibility of the Business Development Manager.
- b. The Business Development Manager has overall responsibility for ensuring that marketing strategies and the related promotional materials, including the website are accurate, ethical, and maintain the integrity and contribute to the reputation of the School.
- c. Marketing and Recruitment Managers have responsibility to be aware of the requirements of consumer law and to adhere to these when producing materials.
- d. The COO is responsible for working with the Business Development Manager to review the key materials to ensure they are compliant.
- e. The approval of the COO, Registrar and Dean is required for the recruitment of a new programme or for the withdrawal of programmes.
- f. All staff, education agents and external parties undertaking any marketing or student recruitment on behalf of the School must ensure that they use the approved materials and be aware that any commitments, whether made in writing or orally, they make may be relied upon by students.
- g. The Dean, through the mechanisms for collecting the student voice, is responsible for collecting feedback on how students' expectations are being met and to resolve any issues arising from this feedback in conjunction with the Business Development Manager and COO where required.

5. Meeting the requirements of consumer law

Programme marketing materials must include:

- a. the programme title; duration; location; entry requirements/criteria (both academic and

non-academic) and an indication of the standard/typical offer level criteria;

- b. core modules for the programme and an indication of likely optional modules, including whether there are any optional modules that are generally provided each year;
- c. information about the composition of the programme and how it will be delivered, and the balance between the various elements, such as the number and type of contact hours that students can expect (for example, lectures, seminars (and whether these will be in person, online or a mix of blended learning) work placements, and feedback on assignments, the expected workload of students including self-study time); and
- d. details about the general level of experience or status of the staff involved in delivering the different elements of the programme;
- e. the overall method(s) of assessment for the programme, for example by exams, coursework or practical assessments;
- f. the award to be received on successful completion of the programme;
- g. the regulation of the programme by the OfS and any accreditation;
- h. non-programme-related information, that students consider important and is likely to impact on their decision-making including accommodation options, scholarships and other funding and support information.
- i. Costs and any particular terms, such as those in the HE provider's rules and regulations, that apply to the programme that students may find particularly surprising

6. Keeping students informed

- a. Where changes are made to a programme prior to the applicant being made an offer, these changes will be clearly highlighted to the applicant. Similarly offer holders should be updated with the revised programme.

7. Training

- a. All staff involved in producing materials must have appropriate training in the requirements for meeting the CMA guidance and thereby consumer law.
- b. These requirements must be made clear to agents and others who may be representing the School.

8. Document Management

- a. Soft or hard copy records of all marketing material should be maintained for a period of at least 5 years.