

Partnership Publicity and Marketing Material Approval

Procedure and Guidance



1. Introduction

The University's educational partners agree that all publicity and marketing materials that refer to the partnership or University-approved programmes must receive prior approval by the University before going online, to production, to print or to publishing. Through granting this prior approval, the University will confirm that:

- Marketing guidelines for use at programme level and institutional level have been followed, including appropriate use of the University's brand and logo;
- Publicity and marketing materials describe the nature and standing of the partnership correctly and contain no misleading or false information.

In addition to this, the University will also continually monitor how partners are marketing programmes and describing the partnership.

2. Principles

This procedure is supported by the following underlying principles:

- The University values the rights and protection of students, and recognises the importance of maintaining student confidence and standards of the UK Higher Education sector;
- It is the responsibility of the University, as the awarding institution, to ensure the accuracy of public information leading to its awards. The University is committed to ensuring information made publicly available by its partners is as accurate and explicit as reasonably possible and easily comprehended by its internal and external audience. This includes making sure, as far as reasonably possible, that information is fair and does not mislead prospective and current students or other members of the public about the nature of the educational partnership. Through this, the University also checks that qualifications are being consistently described in line with the Office for Students' general ongoing condition B5 (Sector-recognised standards);
- Memoranda of Agreement with partner institutions set out an obligation for partners to seek prior approval from the University for any marketing or publicity materials that refer to the partnership or University-approved programmes;
- The University has an expectation that collaborative partners meet their obligations under consumer protection law and can articulate their processes

for doing so. UK higher education providers are provided with advice by the Competition and Markets Authority (CMA)¹.

3. Definitions

Publicity and marketing materials (online and printed versions) include, but are not limited to:

- advertising;
- programme descriptors;
- webpages;
- copy;
- publications;
- brochures;
- flyers;
- pull-up banners;
- sales promotion materials /incentives;
- promotional merchandise;
- social media;
- press releases and statements/announcements.

They include materials produced by any third party on behalf of the partner, including recruitment agents. They also apply to any materials which impact the University or its students, whether or not they feature the University's name or logo.

4. Marketing Guidelines

These guidelines are designed to enable partners to illustrate and describe their relationship with the University at programme level. They supplement the general contractual commitments and apply to all marketing materials, both print and online.

Any use of the University brand, logo or descriptions of the partnership at an institutional level require prior approval by the PVC Partnership Strategy.

Partnership Description

A description of the partnership must always be included in promotional materials. Partners can choose between the descriptions listed in Appendix 1 against the particular partnership type that applies for that programme. If there is any doubt about the partnership type, guidance should be sought from the Academic Governance and Quality (AGQ) team.

Approval Status

¹ <https://www.gov.uk/government/publications/higher-education-consumer-law-advice-for-providers>

Approval Stage	Existing Partnerships	New Partnerships
Business Case Approved or New Partnership Approved with Marketing Conditions Outstanding	No Marketing	No Marketing
Business Case Approved with No Marketing Conditions	'Subject to Approval'	'Subject to Approval'
Academic Approval Conditions Outstanding	'Subject to Approval'	'Subject to Approval'
Academic Approval Granted with No Conditions	(no clause requirement)	(no clause requirement)

The University will not approve any marketing or publicity for programmes that have received Business Case approval by the University to proceed to the Programme Design and Approval stage but that still have marketing conditions outstanding. Programmes that have received Business Case approval by the University with no marketing conditions but are yet to complete the Programme Design and Approval process must be publicised with the clause 'Subject to Approval'. Once unconditional Academic Approval has been granted there is no requirement for this clause to be included.

Programme Title, Qualification, Length of Programme and Delivery Location

The correct programme title, qualification and length of programme must be displayed on all marketing materials. These details are confirmed in the Definitive Programme Document (DPD), approved through the University's Programme Design and Approval process.

Use of Bath Spa University brand name

Subject to the contractual obligations set out in individual partner Agreements, the appropriate logo can be displayed in online and print publications for the specific programme once approval has been granted through this procedure.

Communications need to be developed in line with the University's [brand guidelines](#).

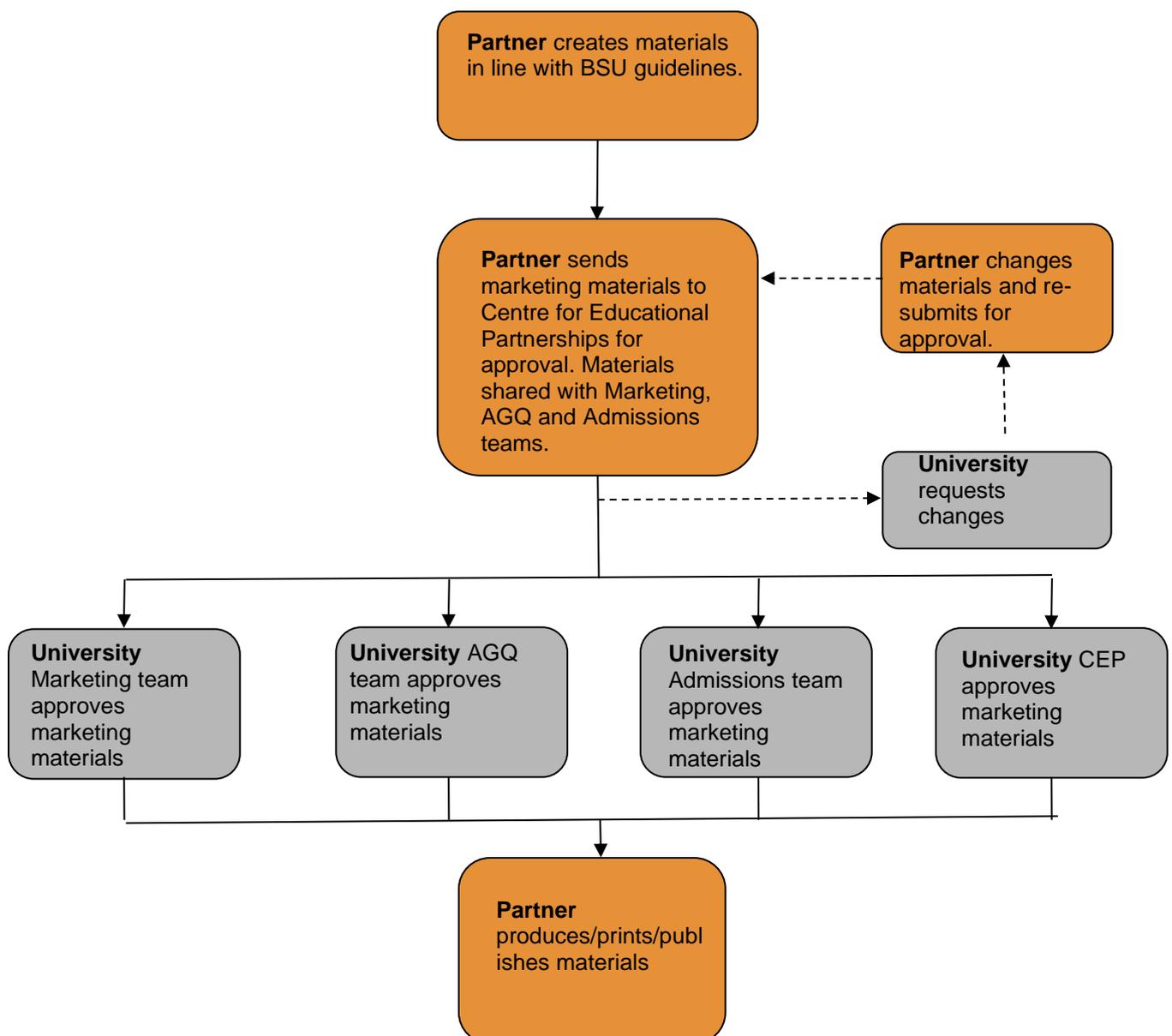
5. Procedure

In line with our Agreements with partners, all publicity and marketing materials must be sent to the University for prior approval. If marketing copy is in a language other than English an accurate English translation must also be provided.

Programme level approval

Programme level materials should be sent to the Centre for Educational Partnerships edpartnerships@bathspa.ac.uk who will share with the Marketing, Academic Governance and Quality, and Admissions teams within two working days. The University will aim to ensure that such material is checked and approved within **10 working days** of receipt. This is the maximum response time and the University will endeavour to respond in a shorter timeframe.

Partners may be asked to make changes to the materials and these must be resubmitted for approval before proceeding to the pre-production, production, print, or publishing stages. If material needs to be returned to the partner for correction, the timescale of 10 working days will begin again on receipt of the corrected material.



Institutional level approval

Requests for approval of institutional level publicity and marketing materials must also be submitted to the Centre for Educational Partnerships, who will seek approval from the PVC Partnership Strategy.

6. Monitoring

Partners will be audited at least annually by the University to ensure they are describing the partnership accurately, operating within the marketing guidelines and adhering to relevant contractual requirements. Audits will be led by the Centre for Educational Partnerships and include reviewing the partner's (and any third party or recruiting organisation's) website, social media, and VLE, particularly covering use of the University name and logo, any descriptions of the partnership, programme level information, policies, procedures, and applicant information. It may also include requests to see other marketing materials. Partners should facilitate these audits and respond in a timely manner to any requests for changes to be made.

7. Termination of Agreements

Following the termination of an Agreement both parties will cease any marketing and publicity of the partnership in line with the relevant clauses contained in the Agreement, with the exception of any materials required to allow students already registered to complete the programme(s).

Appendix 1

Partnership Descriptions

Partners can choose from the following approved terminology, relevant to the partnership type, when referring to the relationship with the University at programme level:

For franchised programmes	This programme is designed, assessed, quality assured and awarded by Bath Spa University (BSU).
	A Bath Spa University (BSU) awarded programme delivered at, and by [partner institution] but designed, assessed and quality assured by BSU.
For validated programmes	This programme is quality assured by Bath Spa University (BSU) and you will receive a BSU award upon successful completion.
	This programme was developed and is delivered and assessed by [partner institution]. It is awarded by and quality assured by Bath Spa University.

Where partnership arrangements have been agreed that differ from these standard models, partners should suggest an alternative description, for approval by the University.

Appendix 2: Roles and Responsibilities

Academic Governance and Quality

1. Consider partner programme level publicity and marketing materials accurately reflect the current approval status and the information in the Definitive Programme Document(s) (DPD) and give approval or indicate where changes are required prior to resubmission.

Admissions

1. Consider entry requirements and any descriptions of admissions processes and responsibilities in partner programme level publicity and give approval or indicate where changes are required prior to resubmission.

Centre for Educational Partnerships

1. Receive requests from partners for approval of programme level materials and share them with the Marketing, Academic Governance and Quality, and Admissions teams within two working days.
2. Receive requests for approval of institutional level publicity and marketing materials and seek approval from the PVC Partnership Strategy.
3. Consider the descriptions of the partnership within partner programme level publicity and marketing materials and give approval or indicate where changes are required prior to resubmission.
4. Ensure that publicity and marketing materials are checked within 10 working days of receipt and approved or returned to the partner with details of required changes.
5. Lead audits (at least annually), ensuring partners are describing the partnership accurately, operating within the marketing guidelines and adhering to relevant contractual requirements

Marketing

1. Consider use of University brand and logo within partner programme level publicity and marketing materials and give approval or indicate where changes are required prior to resubmission.

PVC Partnership Strategy

1. Approve institutional level publicity and marketing materials or indicate where changes are required prior to resubmission.

Document Details

Responsible Office: Academic Governance and Quality

Responsible Officer: Head of Academic Governance and Quality

Approving Authority: Academic Board

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Supersedes: n/a

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