

## **Policy Title**

### **Marketing Policy**

#### **Preamble**

This policy is consistent with National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code 2018) and Australian Consumer Law.

#### **Purpose**

This policy governs the designs, content and approval of marketing material to ensure the information is not misleading.

#### **Scope**

This process applies to all advertising and marketing material, that is, print media advertising and electronic advertising including the Deakin College website.

#### **Policy**

1. All publications including electronic and print media must carry:
  - 1.1. the registered company name, Melbourne Institute of Business and Technology Pty Ltd.
  - 1.2. the CRICOS Provider No. for Deakin College.
  - 1.3. if the Deakin University logo is being used, Deakin University CRICOS Provider No.
2. Course of Study titles in the publication must be consistent with the active course names in the National Register.
  - 2.1. Publication of courses must include information on mandatory work-based training, prerequisites, course outcomes, academic entry requirements and the English language proficiency requirement.
3. All publications must comply with:
  - 3.1. formats set out in the Navitas corporate guidelines and protocols for publications and advertising materials.
  - 3.2. Deakin University Visual and Editorial Style Guides when co-branded with Deakin University.
  - 3.3. Requirements set out by the College Director and Principal, Academic Director, Director Marketing and Admissions and, if required, Deakin University and Navitas.

#### **Related Policies**

NA

#### **Procedure**

NA

#### **Definitions**

NA

**Status and Details**

<b>Identification</b>	Marketing Policy
<b>Initial Issue Date</b>	23/03/2018
<b>Status</b>	Current
<b>Domain</b>	Information Management and ICT
<b>Effective Date</b>	1/07/2022
<b>Review Date</b>	31/12/2024
<b>Approval Authority</b>	Senior Management Group
<b>Implementation Officer</b>	Marketing Manager
<b>Enquiries Contact</b>	Eliza Russell