

Policy Title

Marketing Policy

Preamble

This policy was approved by the Senior Management Group on 23 March, 2018.

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

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 titles in the publication must be consistent with the course titles in the Deakin College Scope of Registration.
 - 2.1. Publication of courses must include information on mandatory work-based training, prerequisites, course outcomes and English language proficiency requirement.
 - 2.2. All publications must comply with formats laid out in the Navitas corporate guidelines and protocols for publications and advertising materials.

Related Policies

NA

Procedure

NA

Definitions

NA

Status and Details

Status	Current
Domain	Information Management and ICT
Effective date	22/03/2018
Review date	30/04/2021
Approval Authority	Senior Management Group
Implementation Officer	IT Manager
Enquiries Contact	Eliza Russell