

## **Marketing and Public Information for Collaborative Partners**

1. Liverpool John Moores University (LJMU) is committed to ensuring prospective students, applicants and incumbent students are able to access accurate programme information at all times. Therefore, the university maintains oversight of the marketing and publicity materials produced in relation to the programmes it validates which are delivered by collaborative partners.
2. The public information produced in relation to LJMU is important to both protect the university's reputation and to ensure the university remains in line with the external expectations set by the Competitions and Markets Authority (CMA) and by the Office for Students (OfS).
3. LJMU has a contractual relationship with its students, which is governed by consumer protection legislation. The CMA produced guidance in March 2015 to help Higher Education Providers understand their responsibilities under UK consumer protection laws in their dealings with students. The full CMA guidance is available [here](#).

### **University Expectations regarding Advertising and All Public Information produced by Partner Institutions**

4. The following university expectations apply to all forms of published information, including but not limited to, printed, electronic, web-based, broadcast media or any marketing activities used in promoting LJMU's programmes and awards in partner organisations. It encompasses information prepared for both prospective and enrolled students.
5. For international partnerships, it is the responsibility of the partner to ensure that advertising and public information, relating to the LJMU provision they deliver, remains compliant with any in country (non-UK) requirements.
6. The following Do's and Don'ts provide some guidance about the university's expectations for public information produced in relation to programmes it validates.

#### **Do's**

- ✓ Clearly reference within public information when programmes are validated<sup>1</sup> by LJMU.
- ✓ When advertising a university validated programme, the LJMU logo should be used. Further details and guidance are outlined within the [LJMU's Corporate Brand Guidelines](#).

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<sup>1</sup> Programmes are considered to be validated by the university after they have been reviewed through the university's validation process, all of the validation conditions have been confirmed as being met by the Event Officer, and a legal contract listing the programme title has been signed by both parties.

- ✓ Comply with LJMU's corporate style and requirements for the production of public information and the use of the LJMU logo, trademarks and name, as identified in [LJMU's Corporate Brand Guidelines](#).
- ✓ Ensure that details about Programmes are consistent with the Programme Definitive Documentation approved at validation (or agreed amendment process) and referred to within the partnership agreement.
- ✓ Only advertise programmes which are approved for recruitment by the university, which means a validation must be completed and a signed collaborative contract in place relating to that programme.
- ✓ Ensure that the information about student fees is clear, stating how much a student will pay, and who the payment should be made out to. In a collaborative arrangement in which the collaborative contract outlines that the partner pays the University and the student pays the partner, it should be clear on all public information, and documentation that a student has access to, that the student's financial arrangement is with the partner and NOT with the University.
- ✓ For programmes that are undergoing Periodic Programme Review (PPR), advertising of the programme can continue and the disclaimer, as outlined within the [Guidance for Validation and Periodic Programme Review](#) should be used.
- ✓ When a programme title change is being proposed, the new title can be advertised following APFP approval, provided that the guidance regarding student consultation has been followed, as set out in the [Guidance for Validation and Periodic Programme Review](#).

### ***Don'ts***

- ✗ Advertise or signpost a university award or make statements or imply any formal relationship with the university until a signed collaborative contract is in place.
- ✗ Advertise a university programme or award as "Programme is Subject to validation or contract".
- ✗ Produce any information (either publicly or within the partner organisation) which gives the impression of a financial arrangement between the student and the university, when the financial arrangement is between the student and the partner.

<p><b>Minimum Requirements – information which should be published on Collaborative Partner Webpages related to LJMU validated programmes</b></p>
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7. In order to align with the expectations of the OfS and the CMA, and to maintain equivalence across LJMU students studying with the university and with its collaborative partners, partners are expected to publish the following information about LJMU validated programmes on their web pages:
  - a) The award and title
  - b) Length of the programme

- c) Approved entry criteria<sup>2</sup>
  - d) Confirmation of who the student fees are payable to – either the partner or the university.
  - e) Details of the arrangements for student certificates. For franchise and validated awards, this will be to clarify that one certificate is issued by LJMU upon successful completion of the award. For joint and dual awards, the arrangements for that partnership to be outlined.
  - f) A link to the LJMU programme specifications webpage, where students can then select their published programme specification for information about the programme.
  - g) Details of the arrangements for Graduation for students on the programme. The LJMU position in relation to collaborative partners and graduation is outlined on the webpages [here](#).
  - h) Confirmation that the programme is awarded by LJMU. For joint and dual awards, details of any additional awarding bodies should also be clearly stated. This should include a link to the [LJMU Collaborative Provision Register](#), where students can verify validation of the award on the LJMU web pages.
  - i) Normally, the fees required to complete the programme(s) and details of any additional costs to the students in order to complete the programme<sup>3</sup>. This information should include specific details of the Year of Study and/or the start month for the programme.
8. The following exceptions to the minimum expectations apply, and in these instances there is no requirement for any information about the LJMU programmes to be published on the partners webpages:
- If a programme is not recruiting and there are no students on the programme(s) and the programme has been formally suspended via the Academic Planning and Fees Panel (APFP).
  - If a programme has been approved to only recruit as ‘closed client’, as defined by HESA.
9. In instances where a partner organisation maintains additional webpages with different domains for different regions, all webpages should include information which complies with the minimum requirements set out above, and the partner should ensure that the International Relations team have been made aware of all websites that they maintain.

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<sup>2</sup> As stated on the Programme Specification

<sup>3</sup> If an international partner would prefer to take a different approach to informing students about the fees and associated costs for their programme, they should initially contact Academic Registry at [collaborativeprovision@ljmu.ac.uk](mailto:collaborativeprovision@ljmu.ac.uk), with details of a proposed approach. This will require consideration and approval by the Academic Registrar.

## Approval of Marketing Information

10. A new partner and new Programme should seek approval of the first set of marketing material from the university's Corporate Communications team. In order to seek approval, please contact the Design Studio Manager, contact details are listed in in [LJMU's Corporate Brand Guidelines](#).
11. In addition, the [Director of International Relations](#) of the university approves the new marketing material for International Partners.

## Monitoring and Oversight of Marketing Information

12. Oversight of Collaborative Partner websites by the university will be maintained by Academic Registry for UK Programmes and by International Relations for International Programmes. In addition, an annual check of all collaborative webpages is completed by Corporate Communications. This will be reported to the university's Academic Quality and Standards Committee (AQSC) annually within the Annual Partnership Audit activity.
13. The Link Tutor will maintain contact with the partner regarding the programme specific details and overseeing the consistency of the information which is advertised with the validated Definitive Documentation.
14. Where an international partner produces publicity materials and maintains a website in a language other than English, a translated version of this will be required for approval by the university. Costs for translation will be the responsibility of the partner institution.

## Programme Guides

15. Academic Registry annually provide up-to-date and accurate information to be used by the partner for the student programme guide. A Programme Guide will be developed and approved by the university annually, in line with the agreed [template and process](#).

***Please be aware that it is important that collaborative partners follow this marketing policy statement, as failure to comply can entitle the university to terminate the collaborative agreement because of the Partner's breach.***