

Marketing Policy for Teaching Centres

Purpose

This Marketing Policy of Australian Institute of Business (AIB) outlines acceptable and unacceptable contents of advertisements, websites and promotional materials published or distributed by the Teaching Centres (TCs).

Applications/Scope

The policy applies to all TCs of AIB.

Definitions

1. "TC" means an AIB Teaching Centre which is approved to deliver MBA and/or BBA qualifications as per the TC's contract with AIB.
2. "International Marketing Manager" means the AIB representative responsible for reviewing and advising the TC of approval or otherwise of Promotional Materials.
3. "Promotional Material" means material developed or created for the purpose of promotions, advertising and public relations of a TC and includes, but is not limited to, all material produced, distributed or transmitted in print or electronically, including radio, television, videotapes, internet, email, DVD and CD ROM.

Principles

1. All Promotional Material intended to be used by TCs must comply with the requirements set out in this Policy.
2. No Promotional Material may be used by a TC without the prior written consent of the International Marketing Manager.
3. As a general guideline, all information provided in Promotional Materials must be accurate. No claims should be made by the TC which cannot be substantiated. TCs should avoid negative advertising in respect to other institutions.

Requirements

1. Promotional Material should provide information on the types of courses offered, their entry criteria, their duration, content as well as AIB contact details.
2. Promotional Material must be accurate and must not make exaggerated claims or false or misleading statements or statements that are likely to mislead the public.
3. Promotional Material may include the AIB name or logo, however, it must not appear as an AIB-branded "header" or "footer" and the AIB brand should always appear adjacent and with equal prominence to the TC brand.

4. The TC may only use the officially supplied AIB and AIB programmes logos in advertising and promotional materials.
5. The AIB and AIB programmes logos may not be edited, cropped or printed in a colour other than the original provided.
6. All Promotional Material must show clearly that the TC is advertising its own services. No Promotional Material may say, imply or give the impression that the advertising is on behalf of AIB. There should not be any implication that teaching is provided by AIB.
4. TCs must not use the words “partner” or “partnership”, “joint venture” (or other terms implying any degree of ownership/shareholding in AIB), “branch campus” or “regional office”. TCs may only refer to the delivery of the course with regard to AIB as “in affiliation” with”, “in association with” or “in collaboration with”. Centres can only refer to themselves as a TC, if they are approved to offer the relevant courses (see the “TC” definition at the beginning of this document).
5. Promotional Material may include quotations taken from official AIB supplied material.
6. When referring to a qualification, TCs are to ensure that details, including entry criteria, subject names, and subject descriptors are an exact match to AIB supplied material.
7. Promotional Material must not include implicit or explicit comparisons with the performance or results of other TCs.
8. AIB holds copyright on pass lists and will not grant permission for these to be republished, distributed or transmitted, in full or in part, in any Promotional Material. Subject to prior written consent of the students concerned, TC Promotional Material may name prize winners and its students awarded published grades (e.g. class of Honours, marks of Distinction, Merit and Credit).
9. TCs must inform AIB, if they intend to refer to AIB and its qualifications on their website. TCs may direct students and prospective students to AIB’s website – www.aib.edu.au.
10. TCs may not create, host or maintain a website that is deceptively similar to the design of AIB’s website or which incorporates in the heading the words “Australian Institute of Business”. The website domain should not mislead students into thinking it is an official AIB website.
11. “Programme” should be spelt using the English version (that is ‘programme’ rather than ‘program’).
12. The full name of a qualification or the correct abbreviation should be used in Promotional Material (e.g. Master of Business Administration (Finance), or MBA (Finance)).

Procedures

Step 1

Draft the Promotional Material and email it to the International Marketing Manager (international@aib.edu.au) together with a memorandum or letter setting out the context and purpose of the Promotional Material.

Step 2

The International Marketing Manager will consider the Promotional Material and seek feedback and final sign-off from the Joint CEO - Corporate.

Step 3

The International Marketing Manager will advise whether the material is approved (along with any amendments) or rejected.

Step 4

If approved, TC may use the Promotional Material on such terms and conditions set out in the approval correspondence from the International Marketing Manager.

AIB will generally respond to any request within 3 or 4 business days from receipt of the Promotional Material. AIB will use its best endeavours to process urgent applications as required.

Related Forms:

Nil

Responsibility:

The International Marketing Manager
Joint CEO - Corporate

Related Policies:

Marketing and Community Relations Policy and Procedures

Current Status

Approved by:
Date of Approval:
Previous versions:

Version 3

Board of Directors
12 August 2015
1 July 2011
27 October 2008