



Marketing and Student Recruitment Policy

Purpose

The purpose of this policy is to ensure that Victorian School of Commerce's (VSC) all marketing materials, activities and vehicles for marketing will be aligned with VSC's Strategic Plan and Business Plan to reflect a positive and consistent image of VSC. VSC will provide current and future students with correct information and protection when making decisions about their choice of training and learning, delivery methods, fees, contracts and their rights as students.

Scope

The Policy applies to all Staff or external bodies who undertake activities on behalf of VSC, relating to the marketing and recruitment of students. This includes the implementation of any marketing activity or the development and distribution of any marketing product that is representative of VSC.

Definitions

Advertising: Any form of paid information provided to the public about VSC courses and services, including paid online or social media activity.

Marketing Materials: All corporate materials and student recruitment documentation including print, electronic and web-based materials.

Student Recruitment: Identification of potential students, provision of VSC's courses and services information to assist them in their information search for higher education products and providers.

Policy

VSC will ensure that all marketing and recruitment activities will comply with the Higher Education regulatory and legislative requirements, including:

- *Tertiary Education Quality and Standards Agency (TEQSA) 2011*
- *Higher Education Standards Framework (Threshold Standards) 2021 Education Services for Overseas Students Act 2000*
- *Competition and Consumer Act 2010*

The way VSC presents itself to the world influences the perception and image that potential students and the general public have of the Institute. These perceptions are influenced by the use of VSC's name, logo and key marketing messages, all of which ultimately contribute to the overall success of VSC. VSC will ensure that the marketing of its services and courses by any authority will be undertaken in a professional manner and maintain the highest integrity and reputation as a registered training provider.

Marketing and promotional materials for recruiting may include the following:

- Website
- Brochures
- Courses Guides
- Flyers



- Student Handbooks
- Authorised social media posts
- Print and Online Advertising

All materials and methods of recruitment must comply with the relevant requirements listed above. All materials must be approved by the Dean or CEO. If any materials do not comply with the regulatory requirements and are non-compliant, they must be removed or corrected. They must not contain any false or misleading information or be biased in any way that may unduly influence prospective students and not give correct information. If it is put up by a third party, VSC will notify them immediately and give them the correct materials.

Permission must be obtained from any student whom VSC wants to use in their marketing.

At all times VSC will accurately represent all of its training and assessment services to all clients.

Accurate and Clear Marketing

In all its marketing and recruitment VSC and those who are authorised to market on their behalf will ensure that in their advertising:

- Advertise only those AQF qualifications that in the scope of its registration
- Correct names of all training courses will be used
- All units of course and duration of study will be listed, including duration, qualification offered, modes of study and assessment methods
- All information that students need to be adequately informed about fees and any debt incurred and applicable refund policies
- Prospective students are fully informed and protected and are able to make informed decisions about studying at VSC via both online and print information
- Campus location and a general description of facilities, equipment and learning resources
- Information about grounds on which a student's enrolment may be deferred or cancelled
- Entry requirements including language, literacy and numeracy, educational qualifications, or work experience or where credit for prior learning may be applied

Website Advertising

VSC's website must:

- Clearly display **Marasi Education Pty Ltd trading as Victorian School of Commerce**
- Have accessible to the public:
 - The Constitution
 - All details of Board membership, Academic Board, Learning and Teaching Committee, Course Advisory Committee
 - Audit and Risk Committee
- Financial Standing of Victorian School of Commerce
- An organisational chart detailing the course and the units of study within these
- Locations where the Higher Education course is delivered (subject to approval)



- Details and pictures of the campus and its facilities, learning resources for students to see
- Details of the course to be delivered (Subject to approval) and indicative student enrolment numbers. For the accredited course to be offered these further details are needed:
 - The accreditation status of the course
 - The qualification offered and the duration of the course
 - Whether the qualification is recognised in the Australian Qualities Framework (AQF)
 - Confirmation that the course to be studied is recognised by the professional body of the industry in which it is to be practised
 - Whether or not the course is available to international students and the CRICOS number

Before publishing any new promotional material either on the website or in electronic printing or hardcopy, VSC must ensure that not only are the above requirements met but in addition **MUST NOT**

- Offer any inducements to prospective students
- Fill out enrolment forms for prospective students
- Target any vulnerable group who would be at risk of not completing the course
- Encourage any unrealistic expectations about the level of the qualifications to be attained and the facilities and resources available
- Make any misleading statements about the qualifications of its staff
- Make any claim to approval or recognition that is inaccurate or make misleading or false comparisons about its competitors.

NOTE: Any false information **MUST** be removed immediately

Monitoring and Review

VSC will regularly monitor and review all its marketing and student recruitment advertising and publications through desk auditing, student surveys and/or external comments.



Checklist for Approval of VSC's Marketing and Promotional Material

Prior to any new promotional or marketing material being released either on the VSC website or in any print form this check list must be completed and must be referred to the CEO for approval.

All material **MUST**

- ☐ Clearly display **Marasi Education Pty Ltd trading as Victorian School of Commerce**
- ☐ Clearly display its Higher education Provider No.....
(subject to approval)
- ☐ Clearly display CRICOS No(subject to approval)
- ☐ Clearly state the accreditation status of each course of study and that it is recognized by the AQF
- ☐ Clearly state the qualification offered
- ☐ Clearly state that the qualification is recognized by the accredited professional body
- ☐ Clearly state that the course is authorised to be offered to international students on and Australian student visa
- ☐ Clearly state the duration of each course of study
- ☐ comply with meeting the requirements of the Equal opportunity Act 2010 (Vic) and related laws
- ☐ NOT suggest that enrolment guarantees a successful academic outcome
- ☐ NOT suggest that enrolment or completion of study of a course guarantees employment outcomes
- ☐ NOT suggest that any enrolment or completion guarantees any form of immigration status or outcome



Related policy instruments

Admissions Policy

Admissions Procedure

Credit and Recognition of Prior Learning Policy

Credit and Recognition of Prior Learning Procedure

Enrolment Policy

Equity and Diversity Policy

Feedback Policy and Procedure

Records and Information Management Policy

Student Handbook (Domestic)

Student Handbook (International)

Student Orientation Policy

Student Complaints and Appeals Policy

Student Complaints and Appeals Procedure

Related documents and legislation

Equal Opportunity Act

Tertiary Education Quality and Standards Agency (TEQSA) 2011

Higher Education Standards Framework (Threshold Standards) 2021 Education Services for Overseas Students Act 2000

Competition and Consumer Act 2010

Administration

Revision History

Version	Approval date	Approval body	Review date
0.1	28/08/2019	Board of Directors	
0.2	09/06/2020	Board of Directors	
1.0	18/06/2021	Board of Directors	30/06/2022