

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. “Compliance Officer” means the AIB representative responsible for reviewing and signing off on promotional materials.
3. “Promotional Material” means material developed or created for the purposes of the 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 AIB Compliance Officer.
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 universities or colleges.

Requirements – general

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 relating to TC tuition support for students should refer to the maximum class sizes permitted by AIB.
4. Promotional Material may include the name of AIB but the AIB name or logo must not appear as “headers” or “footers”, without at least equal prominence being given simultaneously to the name of the TC itself. In the body of the text, the name of the TC and AIB should be of equal prominence.
5. The TC may only use the officially supplied AIB logo in advertising and promotional materials.
6. The AIB logo may not be edited, cropped or printed in a colour other than the original provided.
7. 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” or “in association with”. Centres can only refer to themselves as a TC if they are approved to offer the relevant courses (see the definitions at the beginning of this document).
5. Promotional Material may include quotations taken from official AIB supplied material.
6. TCs that wish to advertise its services should use a formula acceptable to AIB. Please refer to examples at the end of this section.
7. 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.
8. Promotional Material must not include implicit or explicit comparisons with the performance or results of other TCs.
9. Absolute figures may be used in Promotional Material (e.g. 24 out of 36 students passed), but percentages must not be used unless the absolute number of students to whom they refer is also given with equal prominence.
10. 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).

11. TCs with a website should inform AIB if they are referring to AIB and the qualifications within the text. TCs may direct students and prospective students to AIB's website – www.aib.edu.au.
12. The TC may not create, host or maintain a website that is deceptively similar to the design to AIB's website or which uses the words Australian Institute of Business. The website domain should not mislead students into thinking it is an official website.
13. Programme should be spelt using the English version (that is 'programme' rather than 'program').
14. 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)). If you are not sure what the correct name is, check the AIB website.

Requirements - style

15. Colours

Black– 100% for all text

Gray (for the icon dot) - 80% gray for the dot

or CMYK is: 62.3, 48.6, 48.6, 47.8,

PANTONE COLOUR: 425

RED – PANTONE

16. Fonts for brochures

- Body text – Helvetica Neue Lt Std 55 Roman, size 8 on 12 leading
- Body text headings - Helvetica Neue Lt Std 75 Bold, size 8 on 12 leading
- Cover titles - Helvetica Neue Lt Std 35 Thin, size 30 on 34 leading
- Cover titles sub heading - Helvetica Neue Lt Std 45 Light, size 10 on 14 leading

17. Fonts for posters

- Body text – Helvetica Neue Lt Std 45 LIGHT, size 20 on 30 leading
- Body text headings - Helvetica Neue Lt Std 75 Bold, size 20 on 30 leading
- Titles - Helvetica Neue Lt Std 25 UltraLight, size 60 on 68 leading
- Titles sub heading - Helvetica Neue Lt Std 45 Light, size 36 on 38 leading

Procedures

Step 1

Draft the Promotional Material and email it to Joel Abraham together with a memorandum or letter setting out the context and purpose of the Promotional Material to joel.abraham@aib.edu.au.

Step 2

AIB Compliance Officer will consider the Promotional Material.

Step 3

AIB 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 Compliance Officer.

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

Suggestions for advertisements and prospectuses

Any TC which wishes to advertise its services briefly should use a formula acceptable to AIB, such as:

<p>[Name of TC] is a Teaching Centre for Australian Institute of Business [insert full name of qualification offered] programme</p>

Related Forms:

Nil

Responsibility:

Marketing Department
Director, Corporate Affairs

Related Policies:

Marketing and Community Relations Policy and Procedures

Current Status

Approved By:
Date of Approval:
Previous version:

Version 2

Board of Directors
1 July 2011
27 October 2008