

## MARKETING POLICY FOR TEACHING CENTRES

### Purpose

This Marketing Policy of Australian Institute of Business (AIB) outlines acceptable and unacceptable contents of marketing materials published or distributed by the Teaching Centres (TCs). The aim of this policy is to ensure that AIB communications and marketing activities are accurate, relevant, current, comprehensive, accessible, transparent and meet legal and regulatory requirements. Such that the AIB image is upheld at a high standard amongst the public and other stakeholders.

### Scope

The policy applies to all TCs of AIB.

The delivery of AIB qualifications at Offshore Teaching Centres will cease on 31 October 2019.

### Definitions

Unless otherwise defined in this document, all capitalised terms are defined in the [glossary](#).

**Marketing Material** means material developed or created for the purpose of communication 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 and other media.

### Details

#### 1. Principles

- 1.1 All Marketing Material intended to be used by TCs must comply with the requirements set out in this Policy.
- 1.2 No Marketing Material may be used by a TC without AIB's prior written consent.
- 1.3 As a general guideline, all information provided in Marketing Materials must be accurate and not misleading. No claims should be made by the TC which cannot be substantiated.

#### 2. Requirements

- 2.1 Marketing Material must be accurate and must not make exaggerated claims or false or misleading statements or statements that are likely to mislead the public.
- 2.2 Marketing 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.

- 2.3 The TC may only use the officially supplied AIB and AIB programmes logos in Marketing Materials.
- 2.4 The AIB and AIB programmes logos may not be edited, cropped or printed in a colour other than the original provided.
- 2.5 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 Teaching Centre (TC), if they are currently delivering an AIB course.
- 2.6 Marketing Material may include quotations taken from official AIB supplied material.
- 2.7 The full name of a qualification or the correct abbreviation should be used in Marketing Material, e.g. Master of Business Administration (Finance) or MBA (Finance).
- 2.8 Marketing Material must not include implicit or explicit comparisons with the performance or results of other TCs.
- 2.9 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 Marketing Material. Subject to prior written consent of the students concerned, TC Marketing Material may name prize winners and its students awarded published grades (e.g. marks of Distinction, or Credit).
- 2.10 “Programme” should be spelt using the British English version (that is ‘programme’ rather than ‘program’).

**Related Forms:**

Nil

**Related Policies:**

Marketing and Community Relations Policy and Procedure

**Responsibility:**

International Marketing Manager

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