

## **Policy and Procedures for Approving Public Information and Marketing Materials for University of Worcester Collaborative Partnerships and Provision**

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**Yellow highlighted text** identifies the most recent revisions to the document/regulations. If you require these revisions to be identified in an alternative format, please contact the responsible Policy Officer.

### **1. Purpose**

- 1.1. This policy and procedures clarify the specific measures taken by the University to ensure it has effective control over the accuracy of public information, publicity and promotional activity relating to learning opportunities delivered through its academic partnerships which lead to University awards and that the University's academic partners (hereafter 'The Partner') are acting in accordance with University requirements arising from legal and best practice guidelines.
- 1.2. The policy provides a comprehensive statement of the principles, processes and relative responsibilities that govern the approval of core public information and marketing materials (including print, electronic and web-based material) and their use in promotional activities for collaborative provision and associated partnerships approved by the University of Worcester (hereafter 'the University').

- 1.3. The procedures associated with this policy serve to ensure:
- the accuracy and consistency of public information, marketing and publicity materials using the University's name is maintained;
  - the message communicated is clear, accurate and consistent;
  - the University's corporate image is maintained;
  - marketing and publicity materials do not compromise but enhance the image of the University and the Partner;
  - messages are complementary and not contradictory.

## 2. Overview

- 2.1 The University is committed to ensuring information made publicly available by its Partners is as accurate and explicit as reasonably possible and easily comprehended by its internal and external audience. The policy takes as a key reference point guidance from the Competitions and Marketing Authority (CMA, 2015; updated 2023)<sup>1</sup> intended to help higher education providers understand and comply with consumer protection law in relation to their dealings with prospective and current students. The CMA sets out minimum standards that apply to various aspects of a provider's dealings with students, including in relation to information provision. This sits alongside sector-specific regulatory standards and [Conditions of Registration](#) relevant to higher education providers and associated guidance on information for students (Office for Students (OfS), 2019 and 2022)<sup>2</sup>.
- 2.2 The CMA guidance expects providers to offer clear, accurate, comprehensive, unambiguous and timely information to prospective and current students through various stages in the student journey from application and offer through to enrolment and during the provision of educational services by the HE providers. Their guidance details what level of information should be made available to prospective and current students.
- 2.3 Principle 9 - Recruiting, selecting and admitting students of the UK Quality Code for Higher Education (QAA, 2024) expects that, '... Providers operate recruitment, selection and admissions processes that are transparent, fair and inclusive... (and)... maintain and publish accurate, relevant and accessible information about their provision, enabling students to make informed choices about their studies and future aspirations...' This includes ensuring that information provided by Partners to prospective and current students meets these expectations.
- 2.4 In signing a Partnership Agreement, the University and The Partner agree to use all reasonable endeavours to promote the reputation of the other and to promote the collaborative provision and activities developed through the Agreement. The Partner also agrees to operate within this Policy in production of public information related to the partnership and University approved programmes.
- 2.5 This Policy should be read in conjunction with the University's [Policy on Provision of Information for Prospective Students](#) (2024) and the APPG Form 4: [Provision of Information for Prospective Students](#) (2024) which set out principles and guidance for providing and approving good quality course information for prospective students to enable them to make informed decisions about what and where to study. This aims to

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<sup>1</sup> CMA (2023) UK higher education providers – advice on consumer protection law Helping you comply with your obligations. [Higher education: consumer law advice for providers](#) CMA 182, 31st May 2023

<sup>2</sup> See [Securing student success: Regulatory framework for higher education in England](#) (OfS, 2022) and [Conditions of Registration](#) (OfS, 2022) and [OfS \(2019\) Student information, advice and guidance OfS strategy – summary of approach. April 2019](#)

ensure there is accurate and consistent information published on the University's and Partner's webpages and in prospectus (where relevant).

### **3. Scope**

- 3.1 This policy is an essential reference point for University Schools and Departments, Partner organisations and course teams, and central services of the University, particularly in relation to the design, approval and quality assurance of core public information, publicity and marketing materials for collaborative provision and partnerships.
- 3.2 For the purpose of this policy, the term 'published information' refers to:
- publicity/promotional material (hard copy or digital);
  - prospectuses;
  - course webpages;
  - programme specifications;
  - module specifications;
  - course handbooks.
- 3.3 The Policy and associated procedures apply to all forms of public information (print copy, digital or web-based) related to any collaborative activity that impacts on the University's degree-awarding function as defined by the University's Collaborative Academic Arrangements Policy, both UK and International, (e.g. franchise and validated provision, joint or dual awards, articulation or recognition arrangements). It also applies to all other documentation for public use where reference to a Partner's relationship with the University could or should be made (e.g. programme specifications, course handbooks, course web pages, progression agreements).
- 3.4 This includes activities used in the marketing and promotion of University of Worcester approved awards (or agreements), including references to the University and the use of its branding. These materials could include, for example, publications, posters, leaflets and webpages, press releases and advertisements, including on-line promotion. The principles of the policy should also be considered when providing information through social media and verbal information at Open Days and events.

## **The Policy/Procedure**

### **4. Principles**

- 4.1 No public information, publicity or marketing material for a collaborative partnership, course or an agreement may state or imply a formal relationship with the University unless the University has granted explicit approval. For new courses or other new collaborative arrangements, the University's Academic Planning and Portfolio Group (APPG) approves the initial marketing and publicity information (see the [APPG Template for Provision of Information for Prospective Students in conjunction with the associated Provision of Information for Prospective Students Policy, 2024](#)). This must be checked and approved by the Head of Department and by the Head of Digital Communications and Insight before it is submitted for consideration by APPG.
- 4.2 Proposed awards for delivery can only be advertised as 'subject to approval' once they have been approved by the University's Academic Planning and Portfolio Group.
- 4.3 Any changes to published information about existing courses/collaborative arrangements, must be approved in accordance with this Policy (see Section 4).

- 4.4 All references to the University and its relationship to the Partner must be used only in the context of the activities as set out in the formal written agreement. Unless otherwise specified in the agreement, the University will not permit its name or logo to be used to imply a general endorsement or similar of another party over and above the specific activities stated in the agreement.
- 4.5 All public information, publicity or marketing materials must accurately represent the approval status of a course or agreement. Any course or agreement undergoing approval can only be advertised as 'subject to approval'.
- 4.6 All public information, publicity or marketing material must accurately represent the academic level of the course and the number and level(s) of academic credits to be awarded.
- 4.7 Where a course has been approved to run at a number of partners, all print copy and web-based material must be consistent in its statement of title, entry criteria, level, credits and structure of the award (subject to any variation agreed at approval, e.g. optional modules at specific centres).
- 4.8 University branding must not be used in any way to imply that a course delivered by a partner organisation that is articulated through an agreement to a University of Worcester course has been 'quality approved' or validated by the University.
- 4.9 In the case of **articulation agreements** (home or international), no publicity or marketing material may state or imply a formal relationship with the University unless an articulation agreement has been explicitly approved in accordance with the University Policy on [Articulation arrangements - approval, monitoring and review processes](#).
- 4.10 All public and marketing information associated with a **recognition arrangement**, whether issued by the University or the recognition institution must be clear about the nature of the arrangement in accordance with the [Principles and process for the approval and monitoring of recognition arrangements](#).
- 4.11 The University reserves the right to require changes to marketing materials, programme or other documentation, or request the removal of items from websites that contain inaccuracies about the Partner's relationship with the University. In such cases, the University shall endeavour to provide the Partner with ten working days' notice.
- 4.12 For UK Partners recruiting overseas students, any use of the University's name or logo must not imply any responsibility on the University's part for achievement of the obligations imposed by UK Visas and Immigration in respect of the admission of overseas students. These obligations rest with each Partner, and not with the University, in respect of possessing the Agency Tier 4 sponsor license, in addition to making correspondence on behalf of overseas students in respect of study in the UK.

## **5. Use of the University of Worcester's Corporate Identity**

- 5.1 No trademarks, logo types, kite marks, symbols or other emblems owned or awarded by the University may be used by The Partner in any public information, marketing or publicity materials without prior written permission from the University.
- 5.2 The University's corporate identity may be used by a collaborative partner in the following circumstances (subject to approval):

- on/in public information, including publicity materials concerning programmes leading to awards of the University, whether these are produced in hard copy format or made accessible through the Partner's website, for example, the Partner's prospectuses, course leaflets, display boards or other publicity media;
- social media websites managed by The Partner, advertising websites used by The Partner to advertise its services, and recognised and reputable programme listing websites;
- on The Partner's institutional signage

5.3 In each case, the University's corporate identity must be used in association with the name and/or corporate identity of the Partner itself. Neither the University's corporate identity nor its coat of arms may be used on their own.

5.4 Principles governing the reproduction of the corporate identity (font, size, colour, etc) are set out in the University's ['Identity Guidelines'](#). These principles must be adhered to whenever the University's corporate identity is used. Any proposed use of any element of the University's corporate identity must be approved by the University's Communications Team prior to publication and usage.

## **6. Promotion of Collaborative Arrangements/Programmes**

6.1 The Partner should inform the Head of Collaborative Programmes, relevant host School(s)/Department(s) and the designated Communications Officer from the University Communications and External Affairs department of the name and contact details of the person who is responsible for marketing the programme(s) at the partner organisation. The Partner HE Manager should be copied into communications related to approval of marketing and publicity materials from the partner and the University.

6.2 All published information, marketing and publicity materials for collaborative courses and/or agreements produced by The Partner must meet the requirements of this policy and specifically:

- Assure that the name of the University as the awarding body is accurately represented, i.e. any reference made is to the 'University of Worcester' (not Worcester University);
- State the course or agreement is 'In partnership with' and/or 'Approved by' the University;
- Where the University logo is used this must be an approved version in accordance with the University's corporate ['Identity Guidelines'](#);
- Ensure that the collaborative arrangement between the University and The Partner is accurately described;
- Course Web pages must include a link to the University website.

6.3 To help promote University approved courses delivered by collaborative partners, The University will:

- Provide a full entry on the University website for all courses where students' tuition fees are paid directly to the University and provide links to The Partner website from The University web pages;
- List all Partners and University approved collaborative courses on our website and include links to The Partner institution's website

- List all Institutions with whom we have articulation and progression agreements on the University website.
- 6.4 Where appropriate, The Partner should promote progression routes at the University, including any specific courses named in course approval documents and programme specifications (linked progression awards, e.g. Top-Up degrees) that provide the opportunity to complete or continue study at the University of Worcester, with the mode of attendance, delivery and duration of the subsequent programme clearly identified.

## 7. Procedures for the approval and monitoring of published information

### Approval Process

- 7.1 All core public information, publicity and promotional material produced by The Partner must be approved by the University to ensure the accuracy, completeness, reliability and appropriate branding of information, prior to publication of material for external or internal purposes.
- 7.2 Materials and documentation will be reviewed in line with CMA Guidance for UK higher education providers and the [Information for Students: A guide to providing information to prospective undergraduate students](#) (QAA, DfENI, HEFCE, HEFCW and SFC, 2017). A 'Published Information Checklist' (Appendix 1) details the types of information which are expected to be made available to prospective and current students, and indicates where this information will normally be published (see **Appendix 1 – Published Information Checklist for Academic Partners and Collaborative Provision**).
- 7.3 Depending on the nature of the material, different departments of the University and levels of approval are required. In relation to the academic content and course information or agreement concerned, this may include the relevant University School/Department for the collaborative partnership/provision, the Academic Quality Unit and the Head of Collaborative Programmes. The University's Communications and External Affairs Department will normally approve the presentation and use of the University's corporate identity in publicity and marketing materials. The process for the approval of publicity and promotional material is given in a flow chart (see **Appendix 2 - Approval of Published Information Process Flowchart**).
- 7.4 Partners must allow the University a period of ten working days in which to approve the material.
- 7.5 If any published material is found to be inaccurate or misleading and has not received approval from the University, the Partner will be required to recall and reprint (or remove from public view if web-based) all such material as a matter of urgency and to confirm to the University once undertaken.

### Monitoring

- 7.6 The University undertakes regular monitoring of The Partner's prospectuses and/or website(s) to ensure accuracy and appropriateness, and fitness for purpose.
- 7.7 The Link Tutor checks the completeness, accuracy and currency of the public information related to the course (this includes the Course Handbook, Partner and UW website and partner prospectus) and confirms this in their Mid-Year and Annual Link Tutor Report.



- 7.8 Additionally, core public information (Programme Specification, Partner and UW websites) will be audited centrally through the Academic Quality Unit (AQU) as part of the Partner Periodic Review.
- 7.9 If the monitoring process identifies any omissions or errors in the published information, the Partner (and the University) will be required to rectify the errors with immediate effect.

## 8. Information provided to current students

- 8.1 All students studying through collaborative arrangements, including placements, must be provided with information about their studies and clear statements about their rights and responsibilities as students. Course Handbooks, together with the programme specification and module specifications, are key elements in providing information to students and are approved through the course planning and approval process. The University provides guidance to partners on the content of the Course Handbook.
- 8.2 Course Handbooks are updated and reviewed by the relevant University School/Department on an annual basis prior to publication to students. References to the Programme Specification must be through hyperlinks to the definitive version held on the University website.
- 8.3 In instances where the collaborative programme includes a period of mandatory placement activity, the University's [Policy on the Management of Placement and Work-based Learning](#) applies. Students should be provided with a Placement Handbook, or similar document, detailing information about their placement.

## 9. References

CMA (2023) UK higher education providers – advice on consumer protection law Helping you comply with your obligations. Higher education: consumer law advice for providers 31st May 2023. London, CMA available on-line at <http://www.gov.uk/cma>

Office for Students (OfS) (2019) [Student information, advice and guidance OfS strategy – summary of approach.](#) April, 2019

## 10. Contacts for support or queries related to the approval of marketing and publicity materials

**General advice**, access to materials (including photographs, logos etc) and urgent approvals: [communications@worc.ac.uk](mailto:communications@worc.ac.uk)

**Press releases** and any other media activity: [press@worc.ac.uk](mailto:press@worc.ac.uk)

**Advice on strategy and communications planning:** Deputy Director of Communications and External Affairs

**Partnerships Account Manager:** Designated Communications Officer (email [communications@worc.ac.uk](mailto:communications@worc.ac.uk))

## 11. Related Policies, Documents or Webpages

[Policy on Provision of Information for Prospective Students](#) (2024)

APPG Form 4: [Provision of Information for Prospective Students](#) (2024)

University of Worcester [Identity Guidelines](#)

## Approval/Review Table

Item	Notes
Version Number	V2.1 (March 2025)
Date of Approval	V.2 approved January 2018
Approved by	V.2 approved by ASQEC and Academic Board
Effective from	V2.1 from April 2025
Policy Officer	Head of Collaborative Programmes
Department	Directorate of Quality and Educational Development (DQED)
Next Review date	September 2027
Last reviewed	2020
Equality Impact Assessment (EIA)	EIA was satisfactorily completed March 2020
Accessibility Checked	Accessibility Check was satisfactorily undertaken March 2020

## Revision History

Committee	Date	Change
	March 2025	V.2.1 Minor revisions and updating to ensure accuracy and consistency with current University roles and responsibilities and updated reference to external guidance (OfS, CMA).
	January 2025	New logo added
Academic Board	January 2018	V.2 approved
ASQEC	10 January 2018	V.2 presented to ASQEC following complete review and update to reflect changes to the University structure, roles and publication of the UK Quality Code Advice and Guidance: Partnerships
	July 2013	Minor amendments to update QAA reference, contacts and web links (July2013)
ASQEC and Academic Board	January 2011	V.1 Original Policy for Approving Marketing and Publicity Materials for University of Worcester Collaborative Partnerships and Provision Delivered by Partner Organisations



## Appendix 1 – Partner Published Information Checklist

<b>Name of Partner Institution:</b>	
<b>Approved Course(s):</b>	

<b>Information to be provided</b>	<b>Collaborative partner website/ prospectus</b>	<b>Programme Specification</b>	<b>Module Specification</b>	<b>Course Handbook/Other course related handbooks, e.g. placement, employer handbooks</b>	<b>Approval (tick to indicate inclusion)</b>
University of Worcester as degree-awarding body	✓	✓		✓	
Statement as to the nature of the relationship between the University and collaborative partner	✓	✓		✓	
Correct use of the University Corporate Identity	✓	✓		✓	

<b>Information to be provided:</b> For <b>prospective</b> students	<b>Collaborative partner website/ prospectus</b>	<b>Programme Specification</b>	<b>Module Specification</b>	<b>Course Handbook/Other course related handbooks, e.g. placement, employer handbooks</b>	<b>Approval (tick to indicate inclusion)</b>
Location of study	✓	✓		✓	
Course title/award	✓	✓		✓	
Mode of study	✓	✓		✓	
Application and admissions process	✓	✓			
Entry requirements	✓	✓			

Tuition fees and any additional costs	✓				
Teaching, learning and assessment methods	✓	✓	✓	✓	
Resources and facilities available	✓	✓		✓	
PSRB/accreditation information (if applicable)	✓	✓		✓	
Advisory and support services available to students	✓	✓		✓	

<b>Information to be provided:</b> For <b>current</b> students	<b>Collaborative partner website/ Prospectus</b>	<b>Programme Specification</b>	<b>Module Specification</b>	<b>Course Handbook/Other course related handbooks, e.g. placement, employer handbooks</b>	<b>Approval (tick to indicate inclusion)</b>
Course learning outcomes		✓		✓	
Module learning outcomes			✓	✓	
Reading lists			✓		
Overall student workload			✓		
Assessment details		✓	✓	✓	
Placement/Work-based learning opportunities	✓	✓		✓	
Administration of learning, teaching and assessment				✓	
Access to the University's <i>Regulations and Policies and Procedures and Terms and Conditions</i>	✓	✓		✓	

## Appendix 2 – Approval Process Flowchart for Partner Marketing/Publicity Materials

