Marketing Procedure

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Last review	29 December 2022
Implementation Date	1 January 2023
Authority	Chief Executive Officer or Nominee
Next review	28 December 2023
Related policies	▪ Training and Assessment Policy ▪ Fee Administration and Refund Policy ▪ Certificate Issuance Policy
Related procedures	▪ Marketing Procedure ▪ Certificate Issuance Procedure

Forms and supporting documents	▪ Marketing Compliance Checklist
	▪ AuPI Website
	▪ Brochure
	▪ Certification Documentation, including:
	    o Certificate (Testamur) Template
	    o Record of Results (ROR) Template
	    o Statement of Attainment (SOA) Template
	▪ Training and Assessment Strategy
	▪ Student Handbook
	▪ Third Party Agreement

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PURPOSE

The purpose of this Procedure is to outline the procedures for Australian Polytechnic Institute's process for ensuring that it only uses compliant marketing materials. Australian Polytechnic Institute ensures it honours all commitments made in its marketing materials , and recognises that it is subject to all relevant consumer laws in any jurisdiction where it operates.

This Procedure must be carried out in accordance with the marketing policy.

Changes to this Procedure must only be made upon approval of the CEO OR NOMINEE or Nominee.

SCOPE

This Procedure applies to the marketing team and all Australian Polytechnic Institute staff responsible in developing, updating, and disseminating marketing materials ensuring that they adhere to all marketing processes and practices outlined in this policy.

PROCEDURES

1. Development of Marketing Materials

Person Responsible	Step	Resources / References
Marketing Staff	Develop marketing and advertising templates in accordance with the Marketing Policy and the Marketing Compliance Checklist. Send templates to the Marketing Manager for approval.	Marketing Compliance Checklist AuPI Website Brochure
Marketing Manager	Approve marketing templates, or suggest changes as needed. If approved, send the templates to the CEO OR NOMINEE for feedback and approval.	Marketing Compliance Checklist AuPI Website Brochure
Error! Reference source not found.	Approve the templates, or suggest changes as needed. Limit feedback to compliance issues. Send templates back to marketing team with approval, and/or additional comments.	Marketing Compliance Checklist AuPI Website Brochure
Marketing Staff	If the templates are disapproved, return to step 1.1 and incorporate the comments of both the Marketing Manager and CEO OR NOMINEE. If approved, develop materials according to the approved templates and the comments of the Marketing Manager and CEO OR NOMINEE.	Marketing Compliance Checklist AuPI Website Brochure

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2. Authorisation of Marketing Materials

Person Responsible	Step	Resources / References
Marketing Manager	Review all materials against the Marketing Policy and the Marketing Compliance Checklist. Send materials requiring revision back to Marketing Staff. Approve all marketing materials that are ready for release. Forward all documentation to the Marketing Staff for implementation.	Marketing Compliance Checklist AuPI Website Brochure
Marketing Staff	For disapproved marketing materials: • Take note of comments, corrections, or suggestions made by the Marketing Manager. • Apply recommended changes to the marketing materials. • Send revised marketing materials back to the Marketing Manager after revisions have been made.	Marketing Compliance Checklist AuPI Website Brochure

3. Implementation of Marketing Materials

Person Responsible	Step	Resources / References
Marketing Staff	For approved marketing materials: • Check and proofread all marketing materials for final authorisation. • Prepare approved materials for implementation/ printing/ distribution. • A copy of the Marketing Compliance Checklist and approved marketing materials will be kept for documentation. • The information on the website will be managed on an ongoing basis. Distribute approved marketing materials for new course. Update website based on the approved marketing materials.	AuPI Website Brochure Certificate (Testamur) Template Record of Results (ROR) Template Statement of Attainment (SOA) Template Training and Assessment Strategy Student Handbook Third Party Agreement

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REVISION HISTORY

Date / Version no.	Revision details	Person Responsible	Status	Comments
1.1	First version provided by the registration consultant was reviewed. Minor changes were made	Dr Ehsan Ahmed	Reviewed	
1.2	Version 1.1 was reviewed and minor changes were made	Dr Ehsan Ahmed	Reviewed and uploaded to the AUPI website	Next review due 28 December 2023