



Marketing and Public Information of University validated programmes by Collaborative Partners

1. Liverpool John Moores University is committed to ensuring prospective students, applicants and incumbent students are able to access accurate programme information at all times. Therefore, the University maintains oversight of the marketing and publicity materials produced in relation to the programmes it validates which are delivered by collaborative partners.
2. The public information produced in relation to the University is important to both protect the University's reputation and to ensure the University remains in line with the external expectations set by the Competitions and Markets Authority and by the Office for Students.
3. The University has a contractual relationship with its students, which is governed by Consumer Protection Legislation. The Competition and Markets Authority (CMA) produced guidance in March 2015 to help Higher Education providers understand their responsibilities under consumer protection law in their dealings with students. The full CMA guidance is available [here](#).

University Expectations for Public Information produced by Partner Institutions

4. The University's expectations apply to all forms of published information, including but not limited to, printed, electronic, web-based, broadcast media or any marketing activities used in promoting the University's programmes and awards in partner organisations. It encompasses information prepared for both prospective and enrolled students.
5. The following Do's and Don'ts provide some guidance about the University's expectations for public information produced in relation to programmes it validates.

Do's

- ✓ Clearly reference within public information when programmes are validated by the University.
- ✓ Comply with the University's corporate style and requirements for the production of public information and the use of the LJMU logo, trademarks and name, as identified in [LJMU's Corporate Brand Guidelines](#).
- ✓ Ensure that details about Programmes are consistent with the Programme Definitive Documentation approved at validation (or agreed amendment process) and referred to within the partnership agreement.
- ✓ Only advertise programmes which are approved for recruitment by the University, which means a validation must be completed and a signed agreement in place relating to that programme.
- ✓ When advertising a University programme or award prior to a signed partnership agreement being in place, as "subject to approval, or validation or contract", following specific approval by the University to do so (please see details below), it should be prominent and clear that the programme is not yet approved and is 'subject to approval/validation'.

Don'ts

- X** Advertise or signpost a University award or make statements or imply any formal relationship with the University until a signed partnership agreement is in place, unless the required approval by the University to do so is in place.
- X** Advertise a University programme or award as “subject to approval, or validation or contract”, without specific approval by the University to do so (please see ‘Advertising a Programme Prior to Contract section below).

Advertising a Programme Prior to Contract

6. If a partner would like to advertise a programme before the written contract is in place with the University, a request can be made to the [Academic Planning Panel](#) to advertise the programme as ‘subject to validation’.
7. The outcome of the Academic Planning Panel (APP) consideration will be communicated via the APP Secretary.
8. If approved, the programme(s) can be advertised by the Partner as ‘subject to validation’. The written contract will still need to be in place before any Offers are made to students and before the programme can commence delivery and enrol students.

Approval of Marketing Information

9. A new Partner and new Programme should seek approval of the first set of marketing material from the Corporate Communications. In order to seek approval, please contact the Design Studio Manager, contact details are listed in in [LJMU's Corporate Brand Guidelines](#).
10. The [Director of International Relations](#) approves the new marketing material for International Partners.

Monitoring and Oversight of Marketing Information

11. Oversight of Collaborative Partner websites by the University will be maintained by Academic Registry for UK Programmes and by International Relations for International Programmes. This will be reported to Collaborative Provision Panel annually within the Annual Partnership Audit activity.
12. The Link Tutor will maintain contact with the partner regarding the programme specific details and overseeing the consistency of the information which is advertised with the validated Definitive Documentation.
13. Where an international partner produces publicity materials and maintains a website in a language other than English, a translated version of this will be required for approval. Costs for translation will be the responsibility of the partner institution.

Programme Guides

14. Academic Registry annually provide up-to-date and accurate information to be used by the partner for the student programme guide. A Programme Guide will be developed and approved by the University annually, in line with the agreed [template and process](#).