

## SC13 Marketing and Advertising Policy and Procedures

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### Purpose

The purpose of this policy and procedure is to outline Batool International Pty Ltd approach to ensuring that it markets and advertises its courses ethically and accurately, in compliance with the English Language Intensive Courses for Overseas Students (ELICOS) Standards 2018 and the National Code of Practice for Providers of Education and Training to Overseas Students 2018.

### Definitions

**National Code** means the National Code of Practice for Providers of Education and Training to Overseas Students 2018.

**Standards** means the English Language Intensive Courses for Overseas Students (ELICOS) Standards 2018.

### Policy

1. Batool International Pty Ltd ensures that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students, including through an education agent (in accordance with National Code Standard 4), is not false or misleading, and is consistent with Australian Consumer Law.
2. Batool International Pty Ltd, in seeking to enter into written agreements with overseas students or intending overseas students, does not provide any false or misleading information on:
  - its association with any other persons or organisations that Batool International Pty Ltd has arrangements with for the delivery of the course in which the student intends to enrol or may apply to enrol
  - any work-based training a student is required to undertake as part of the course (N/A)
  - prerequisites – including English language proficiency prerequisites – for entry to the course
  - any other information relevant to Batool International Pty Ltd, its courses or outcomes associated with those courses.
3. Batool International Pty Ltd does not:
  - claim to commit to secure for, or on the student or intending student's behalf, a guaranteed migration outcome from undertaking any course offered by Batool International Pty Ltd
  - guarantee a successful education assessment outcome for the student or intending student.



4. Batool International Pty Ltd includes its organisation's name and CRICOS registration number on all written or online material that it disseminates or makes publicly available for the purposes of:
  - providing or offering to provide a course to an overseas student
  - inviting a student to undertake or apply for a course, or
  - indicating it is able or willing to provide a course to overseas students.
5. Batool International Pty Ltd does not actively recruit students where this conflicts with its obligations under National Code Standard 7 (Overseas student transfers).
6. Batool International Pty Ltd will obtain prior written permission from any person or organisation used as a source of comment, testimonial or picture, for any marketing and/or other material and will always abide by the conditions of that permission.
7. Batool International Pty Ltd marketing and promotional materials contain only true and accurate information about any third-party organisations who will deliver services to students.
8. Batool International Pty Ltd marketing and promotional materials contain only true and accurate information about prerequisites - including English language proficiency prerequisites - for entry to courses.
9. Batool International Pty Ltd marketing and promotional materials contain only true and accurate information about other information pertaining to the registered provider, its courses or outcomes associated with those courses.

## Procedures

### 1. Marketing Information

Procedure	Responsibility
<p><b>A. Develop current, true and accurate marketing</b></p> <ul style="list-style-type: none"> <li>• Refer to the National Code Standard 1 for the requirements that must be adhered to.</li> <li>• Refer to the <i>Marketing Material and Pre-Enrolment Information Guide</i> to ensure that information included is compliant with the National Code.</li> <li>• Ensure marketing materials are appropriate for the intended clients and are approved by the PEO.</li> <li>• Keep a register of approved marketing materials on the <i>Marketing Materials Register</i>.</li> <li>• Keep a copy of all marketing materials.</li> </ul>	PEO/Academic Manager
<p><b>B. Monitor marketing information</b></p> <ul style="list-style-type: none"> <li>• Bi-annually - or as required - review all marketing and recruitment materials to ensure it is accurate. This includes all information that may be existing in the marketplace, such as:           <ul style="list-style-type: none"> <li>– Course Outlines for each course</li> <li>– Website information</li> </ul> </li> </ul>	PEO/Academic Manager



Procedure	Responsibility
<ul style="list-style-type: none"> <li>- Student Handbook</li> <li>- Directories</li> <li>- Education agent/third-party listings</li> <li>- Material published and distributed on behalf of Batool International Pty Ltd by other organisations / third parties e.g. recruitment agencies.</li> <li>• During the review ensure that the requirements of the National Code Standard 1 and the policy are met and that no misrepresentations have been made, and that there are no inaccuracies in the marketing and recruitment materials.</li> </ul>	

## 2. Pre-enrolment Course Information

Procedure	Responsibility
<p><b>C. Develop course information</b></p> <ul style="list-style-type: none"> <li>• Refer to the National Code for the requirements that must be included on all course information prior to enrolment.</li> <li>• Information on course outlines should include:               <ul style="list-style-type: none"> <li>- the code, title and currency of the course in which the student is to be enrolled, as published on CRICOS</li> <li>- the ELICOS teaching and assessment and related educational and support services Batool International Pty Ltd will provide to the student including the:                   <ul style="list-style-type: none"> <li>▪ required course contact hours</li> <li>▪ estimated duration</li> <li>▪ expected locations at which it will be provided, as well as a general description of facilities, equipment and learning and library resource available to students at each location.</li> <li>▪ expected modes of delivery</li> <li>▪ name and contact details of any third party that will provide training and/or assessment, and related educational and support services to the student on Batool International Pty Ltd behalf, and</li> <li>▪ any work placement arrangements (N/A).</li> </ul> </li> <li>- the student's obligations:                   <ul style="list-style-type: none"> <li>▪ any requirements, including visa requirements, that Batool International Pty Ltd requires the student to meet to enter and successfully complete their chosen course, and</li> <li>▪ any materials and equipment that the student must provide</li> </ul> </li> </ul> </li> <li>• The following is provided in the <i>Student Handbook</i>:               <ul style="list-style-type: none"> <li>- Batool International Pty Ltd obligations to the student, including that Batool International Pty Ltd is responsible for the quality of the ELICOS education in</li> </ul> </li> </ul>	<p>PEO/Academic Manager</p>

Procedure	Responsibility
compliance with the Standards and the National Code <ul style="list-style-type: none"> <li>– the student’s rights, including:               <ul style="list-style-type: none"> <li>▪ details of Batool International Pty Ltd complaints and appeals process required by National Code Standard 10</li> </ul> </li> </ul>	
<b>D. Tuition and non-tuition fee information</b> <ul style="list-style-type: none"> <li>• Refer to the National Code for the details of what tuition and non-tuition fee information must be provided to a student. Include this information for each course on the <i>Course Information Outline, Enrolment Application Form and Letter of Offer and Student Agreement</i>.</li> <li>• Tuition and non-tuition fee information should include:               <ul style="list-style-type: none"> <li>– Details of all tuition and non-tuition fees that must be paid to Batool International Pty Ltd, and any other fees such as OSHC</li> <li>– Payment terms and conditions, including deposits and refunds</li> <li>– The potential for fees to change during the course as applicable</li> <li>– the student’s rights as a consumer</li> <li>– the student’s right to obtain a refund for services not provided by Batool International Pty Ltd, being all of the circumstances related to provider default.</li> </ul> </li> </ul>	PEO/Academic Manager

### 3. Advertising Materials

Procedure	Responsibility
<b>E. Develop accurate advertising materials</b> <ul style="list-style-type: none"> <li>• Refer to the <i>Marketing Material and Pre-enrolment Information Guide</i> to ensure that information included in an advertisement is compliant with the Standards and the National Code.</li> <li>• Ensure that advertising materials are approved by the PEO.</li> <li>• Keep a register of approved advertisements on the <i>Marketing Materials Register</i>.</li> <li>• Advertisements made by third parties must also be approved and recorded on the <i>Marketing Materials Register</i>.</li> <li>• Keep a copy of all advertising materials.</li> </ul>	PEO/Academic Manager

### 4. Permissions

Procedure	Responsibility
<b>F. Gain and record permissions for use of testimonials and images</b> <ul style="list-style-type: none"> <li>• If testimonials and/or images or other works of an individual are to be used in marketing material, gain their permission using the <i>Marketing Permission Form</i>.</li> </ul>	PEO and Administration



Procedure	Responsibility
<ul style="list-style-type: none"> <li>Record the details of the permission on the <i>Permissions Register</i>.</li> <li>Keep a copy of the signed <i>Marketing Permission Form</i> in the relevant student/client file as well as a copy in the marketing folder.</li> <li>When a client/student's image or work is used, record this on the <i>Permissions Register</i>.</li> </ul>	

## Document Control

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