



Marketing Policy and Procedure

1. Purpose

The purpose of this policy and procedure is to manage all of the Institute's publicly accessible print and online publications, including marketing, advertising, branding and recruitment activities. All marketing and communication activities must:

- align with the Institute's strategic priorities;
- be factually accurate and ethical;
- enhance the Institute's reputation; and
- be compliant with the applicable legislative/regulatory requirements.

This policy is intended to amplify and expand upon the principles contained within the MIT Brand Guidelines.

2. Scope

This policy and procedure applies to the entire Institute marketing and communication activities including but not limited to:

- MIT brand;
- Corporate identity;
- Advertising;
- Recruitment;
- Website;
- Email signoff;
- Promotional Material, publications and graphic design;
- Campus Events; and
- Sponsorship

3. Definitions

Term	Definition
Advertising	To announce a program, product or service in a paid public medium of communication.
Educational Agent	An accredited agent approved and appointed by the Institute.

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Term	Definition
Content Manager	The person(s) assigned by the Institute to create and maintain content of the MIT website by gathering up-to-date and accurate content for publishing.
Corporate identity	The way in which the Institute visually presents itself to the public thereby influencing the image that people have of the Institute.
Marketing and communication	Includes advertising, branding, recruitment, and the use of the Institute's name, logo and key marketing messages.
MIT brand	Creating a unique and consistent name and image in the public's mind of what the Institute stands for. Branding aims to establish a significant and differentiated presence in the market which creates and retains loyalty from the market.
MIT Brand Guidelines	Designed to create a consistent tone across all facets of Institute communication, as contained in the MIT Brand Guidelines document published June 2011, or as updated.
MIT logo	the symbol and name, which represents the Institute.
National Code	National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2017, as amended.
Promotional Material	Any combination of media that provides participants with descriptive information regarding the Institute. It can include brochures, email announcements, website and direct mail amongst others.
Reputation	The estimation in which the Institute is held, especially by the community or the public generally.
Social Media	Social networking websites used to share information, ideas, personal messages, and other content via electronic communication.

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Term	Definition
Student Recruitment	The act of identifying potential students, informing them of the opportunities available at the Institute, evaluating them for their fit with the Institute's offerings, and providing a range of materials and activities to assist them to decide if the Institute is the correct educational destination for them.

4. Policy Statement

- 4.1. The Institute will conduct marketing and communication activities to promote the Institute to prospective students and the general public.
- 4.2. The Marketing and Student Engagement Department will manage all aspects of the Institute's corporate identity, brand management and marketing activities including advertising, student recruitment through various Educational Agents, student recruitment events, promotional publications, online and social media marketing, branding and design of corporate materials and templates (as outlined in the MIT's Brand Guidelines).
- 4.3. All marketing and communication materials must comply with the MIT Brand Guidelines and be authorised for publication by the Director, Marketing and Student Engagement.

5. Procedure

5.1. MIT brand

Elements of the Institute brand include its corporate identity, distinctive style and consistent tone and manner across all internal and external communication. Use of the logo, print, typefaces and web-based visual communication must comply with the standards outlined in the MIT Brand Guidelines.

5.2. Corporate identity

5.2.1. The corporate identity includes the MIT logo, logo positioning, logo variations, slogan, corporate colours, typography and other elements of visual identity. The rules governing corporate identity are contained in the MIT Brand Guidelines.

5.2.2. The corporate identity aims to:

- create a single, consistent and clear visual identity for MIT;
- project the Institute as reliable, caring, attentive and focused on graduate outcomes; and

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- standardise the Institute's visual presentation in all communication, hence increasing efficiency.

5.2.3. Approval for use of the corporate identity, all aspects of branding, advertising template and collateral use are managed by the Managing Director through the Marketing and Student Engagement Department, and must comply with the MIT Brand Guidelines. Use of the corporate identity must be uniform, accurate, consistent and informative and meet the requirements of the relevant regulatory requirements.

5.3. Advertising

5.3.1. The Managing Director, through the Associate Director, Marketing and Admissions is responsible for approving all advertising material for compliance with the corporate identity.

5.3.2. All advertising costs must be approved by the Managing Director.

5.4. Student Recruitment

5.4.1. Student recruitment must be undertaken in a professional manner to maintain the integrity and reputation of the Institute.

5.4.2. No international students will knowingly be recruited where the recruitment would conflict with the National Code and relevant MIT policies and procedures, including the Institute's Admissions Policy and Procedure.

5.4.3. Educational Agents are required to:

- be ethical and knowledgeable;
- be up-to-date with current visa requirements, Institute programs and the education environment;
- monitor visa refusals, student feedback and application activity; and
- adhere to the terms and conditions of their agreement with the Institute.

5.4.4. Educational Agents will be listed on the Institute's website.

5.5. Website and Promotional Material

5.5.1. There will be three content managers for the Institute website:

- the General Manager for administrative content;
- the Academic Director for academic content; and
- the Director, Marketing and Student Engagement for marketing, promotion and student engagement content.

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- 5.5.2. The Managing Director holds overarching authority for the Institute website, registration of domain names and social media where a recipient might reasonably believe the information is written on behalf of the Institute.
- 5.5.3. Printed promotional material must clearly identify the Institute's TEQSA registered provider name and CRICOS number, and contain accurate information and advice.
- 5.5.4. Promotional material also includes merchandise for gifts or sale. Such merchandise must comply with corporate identity standards.
- 5.5.5. The Institute will make every reasonable attempt to inform individuals who participate in Institute photo shoots or videos, including graduations and other functions, that the material may be used for marketing purposes.

5.6. Campus Events

- 5.6.1. All campus events must be budgeted and approved by the Campus Director (Sydney) or the General Manager (Melbourne) or nominee, as appropriate.
- 5.6.2. The nominated position responsible for the event budget be provided with a maximum limit of expenditure approval of \$1000. (If the event cost more than \$1,000 they are to be costed and approved by Campus Director (Sydney) for Sydney events or the General Manager for Melbourne events. Otherwise, the nominated position receives expenditure requests, assesses and then approves in writing).
- 5.6.3. The staff member proposing the campus event must submit a fully costed proposal for approval prior to the event.

5.7. Sponsorship

Proposals for sponsorship will first be assessed by the Director, Marketing and Student Engagement and, if supported, will be recommended to the Managing Director for final approval.

6. Responsibilities

6.1. The Institute's Board of Directors

The Institute's Board of Directors is responsible for approving the Institute's corporate identity, which will be managed by the Managing Director.

6.2. The Director, Marketing and Student Engagement

The Director, Marketing and Student Engagement is responsible for the operational implementation of this policy.

6.3. The Marketing and Student Engagement Department is responsible for ensuring that marketing strategies and related promotional materials are:

- accurate and ethical;

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- maintain integrity;
- comply with relevant legal and regulatory requirements; and
- contribute to the reputation of the Institute.

6.4. The Marketing and Student Engagement Department is also responsible for reviewing and updating the MIT Brand Guidelines as required.

7. Implementation and communication

This policy and procedure will be implemented and communicated throughout the Institute via:

- the Institute's internal portal;
- Internal circulation to staff; and
- Staff professional development.

Supporting documents and References

Government legislation/regulations:

Copyright Act

[Education Services for Overseas Students Act 2000 \(ESOS\)](#)

DIBP (Department of Immigration and Border Protection)

National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2007 (National Code)

Institute documents:

Admissions Policy and Procedure

MIT Brand Guidelines

MIT Social media Policy and Procedure

MIT Terms and Conditions of enrolment, Fee payment and Refund Policy

Other:

Australian Universities policies

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