Publicising Programmes of Study

Scope
All programmes of study leading to a City, University of London award

Date approved/re-approved
Revisions approved by Senate, Meeting 258 13.03.13
Revisions approved by Senate, Meeting 263 18.06.14
Revisions approved by Senate, Meeting 274 13.07.16

Date for review
To be reviewed on a periodic basis, with allowance for minor annual updates of roles and responsibilities by Education and Student Committee, as required

To be read in conjunction
Programme Approval Policy in Section 3 of the Quality Manual
Programme Amendment Policy in Section 3 of the Quality Manual
Prospectus and UCAS entries in Section 4 of the Quality Manual
Partnerships Policy in Section 10 of the Quality Manual
Person Profile and Role Profile Matrix for Academic Partnership Coordinators in Section 10 of the Quality Manual

Equality and Diversity statement
City, University of London is committed to promoting equality, diversity and inclusion in all its activities, processes, and culture, under its Public Sector Equality Duties and the Equality Act 2010. This includes promoting equality and diversity for all, irrespective of any protected characteristic, working pattern, family circumstance, socio-economic background, political belief or other irrelevant distinction.

Where relevant to the policy, decision-making panels will ensure a reasonable gender balance (with at least one man and one woman) and will actively consider representation of other protected groups.
Publicising Programmes of Study

City, University of London requires that every award-bearing programme, or group of programmes of study, has a programme brochure or equivalent promotional material, produced by Marketing, that is relevant and accurate at the time of publication.

In addition to this, programmes of study are publicised through the Web and by other means for example posters.

Online prospectus entries for new programmes are agreed with the relevant City officers as part of the Programme Approval process.

The content of publicity materials aligns with information set out in programme specifications and there is consistency between all sources of published information, e.g. Key Information Set, UCAS.

For programmes based at City, the Programme Director1 provides content for publicity materials and ensures that content is updated in a timely manner so that the publicity materials remain relevant, accurate and consistent with other published programme information. The School Marketing Manager advises on media, and the format of publicity materials, produces proofs and ensures compliance with City’s requirements, and arranges for the production of the materials.

Should a programme be withdrawn, the Programme Director in liaison with the relevant City officers, must ensure that no further recruitment publicity is produced and that all recruitment publicity material relating to the programme is removed or amended appropriately.

**Partnership provision**

For partnership arrangements, any publicity materials relating to the partnership and the programme will be checked and agreed by the relevant officers in City as part of the Programme Approval process.

The Memorandum of Agreement for the partnership will make clear the agreed division of responsibilities between City and the partner institution for publicity and marketing activities.

Partner institutions wishing to use City’s logo must ensure that its use conforms to the City’s visual identity. This will require the approval of City’s Marketing Department. Copies of the logo (available in electronic format), photographs (colour transparencies or black and white prints) and text can be provided on request.

The Academic Partnership Coordinator for the partnership will review publicity materials twice a year to ensure that they conform to City’s requirements and that any inaccuracies are amended or removed. Changes must be reflected consistently across all paper and electronic documents.

Should a partnership be terminated, or a programme withdrawn, the Academic Partnership Coordinator must ensure, in liaison with the relevant City officers, that no further recruitment publicity is produced and that all recruitment publicity material relating to the programme(s) and partnership is removed or amended appropriately during any exit period.

The Academic Partnership Coordinator should ensure that any material changes or issues of non-compliance are reported to the School Board of Studies that has responsibility for the partnership programme.

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1 For research degree provision this would normally be the Associate Dean (Research).
Copies of publicity materials and the location of web-based publicity will be provided by the Academic Partnership Coordinator to Student and Academic Services on an annual basis at the start of each academic year.

**Validated provision**

City’s requirements for publicity relating to validated programmes are set out in the Validation and Institutional Partnerships Handbook.

**Publicity and recruitment for any programmes which are yet to complete the full approval process**

No programmes can be advertised before City Stage 1 approval is granted. Publicity materials for programmes which have received Stage 1 approval but have not yet been granted City Stage 2 approval must be accompanied by the following statement:

“This programme is currently under development and is subject to final approval. For further information, please contact the [name of School/Department]”

Offers of a place on a programme cannot be made until a programme has been granted City Stage 2 approval.

Where substantive changes are made to programmes between Stage 1 and Stage 2 approval, appropriate communications will take place with applicants about the changes.

These arrangements apply to existing programmes undergoing significant amendment which require City Stage 1 and Stage 2 approval.

**Oversight of publicity for all programmes**

City is responsible for the accuracy of all public information, publicity and promotional activity for the programmes for which it has responsibility including those delivered with other organisations. In meeting this responsibility and in taking oversight of public information on its programmes, City will undertake periodic checks of such information following initial approval.

Prospectus information will be checked by Student and Academic Services prior to its approval and publication against the approved information for the programme set out in the programme and module specifications. Other printed materials will be checked annually and website and electronic materials twice a year by Student and Academic Services to ensure that they are accurate and conform to City’s requirements. These checks encompass information and materials relating to partnership provision.