

## PO20 Marketing Policy

<b>Responsible Officer</b>	Chief Marketing Officer
<b>Functional Owner</b>	Head of Brand Head of Product Technology Business Intelligence Manager Head of Digital Acquisition Head of Product Marketing
<b>QAS Owner</b>	Quality Manager

### 1. Scope

This policy outlines the Open Colleges approach to ethical marketing practices which will attract prospective students and ensure that potential students are provided with accurate information. This policy complies with “Standards for Registered Training Organisations (RTOs) 2015”.

This policy covers the following six core activities:

- Brand Management
- Digital Performance
- Business Intelligence
- Web Development and Design
- Course Marketing
- Audit of Marketing information

#### 1.1 Brand Management

The aim of the Brand Management team is to develop and promote the Open Colleges brand, increase brand awareness, maintain the brand profile of Open Colleges while empowering people to undertake learning.

Included within this framework, the Executive Team is responsible for the development and articulation of the institution’s brand values, consistent with the organisation’s mission and strategic direction via consultation with Board of Directors, Education and Training Advisory Board and Leadership Team.

#### 1.2 Digital Performance

The Digital Performance team’s role is to develop innovative and informative digital marketing campaigns to motivate prospective students to visit Open Colleges’ website and learn more about studying with Open Colleges.

#### 1.3 Business Intelligence

The Business Intelligence team is responsible for analysing and interpreting data and provide information to the Marketing and Communication Division for informed business decisions. This data is used to understand student audience, build functional and informative websites and develop marketing campaigns.

#### 1.4 Web Development and Design

The Web Development and Design team is responsible for building and maintaining the Open Colleges' website and developing the creative assets used in marketing communications campaigns.

#### 1.5 Course Marketing

The Head of Course Marketing is responsible for development of course marketing resources and managing the marketing of the Open Colleges course portfolio in consultation with the Heads of Portfolio or their representative.

The Chief Marketing Officer will ensure that all marketing and promotion activities are accurate and aligned with the Open Colleges' principles of accuracy and integrity.

#### 1.6 Audit of Marketing Information

The Marketing team are responsible for participating in an annual audit of the marketing and promotions activities, to ensure they adhere to Open Colleges Policies, Procedures and the applicable standards for RTOs 2015.

### 2. Definitions

Definitions are located in the [Glossary of Terms](#).

### 3. Quality and Continuous Improvement

This policy and its related procedures and Guidelines, are subject to systematic review, evaluation and improvement using annual review, outcomes of internal audits and outcomes of external audits.

### 4. Related Legislation, Guidelines and Documents

- User's Guide for Standards for Registered Training Organisations (RTOs) 2015
- ASQA Fact Sheet – Marketing and Advertising
- Nationally Recognised Training (NRT) Logo Specifications
- ACMA Australian eMarketing Code of Practice
- Our Education Blueprint V3, August 2013

For internal use only: [QMS1.8 Location of QMS related documents](#).

#### How can we improve this document?

If you can identify opportunities for us to improve this document, please email [improvements@opencolleges.edu.au](mailto:improvements@opencolleges.edu.au). This request will automatically be logged on our Continuous Improvement Register. Please include the document reference number in your email and specific details about how we can improve the document.

<b>Course Type</b>	Nationally Recognised Training			
<b>RTOs:</b>	Open Colleges Pty Ltd (90796) Integrated Care and Management Training Pty Ltd (90197) College of Fashion Design (3798)			
<b>Partner RTOs:</b>	Yes			
<b>Version</b>	<b>Approved by</b>	<b>Endorsed by</b>	<b>Effective date</b>	<b>Review date</b>
2	Chief Marketing Officer 10/03/17	Functional Owner 10/03/17	10/03/17	10/03/18
<b>Version History</b>	<b>V1: September 2016 Policy information taken from PO1 Recruitment, Admissions &amp; Enrolment Policy</b> <b>V2: February 2017 Policy updated to new format.</b>			