

 <p>S P Jain School of Global Management DUBAI • MUMBAI • SINGAPORE • SYDNEY</p>	<b>Marketing Policy</b>
Document Type	Policy
Administering Entity	Chief Marketing Officer (CMO), Head – Creative Communications, Manager – Web, Manager – Social Media, Regional Heads – Student Recruitment, Heads of Campus (HoCs)
Latest Approval/ Amendment Date	March 24, 2021*
Last Approval/ Amendment Date	May 03, 2018
Approval Authority	Board of Directors
Indicative time of Review	March 23, 2023

\* Updated on September 08, 2021 to revised provider category as per Threshold Standards 2021

## 1. Purpose

The purpose of this policy is to ensure that S P Jain School of Global Management’s (S P Jain) marketing activities are aligned with the School’s strategic plan and are in compliance with various regulatory requirements.

## 2. Scope

This policy and procedure applies to all staff, education agents and external parties undertaking marketing activities on behalf of the School including but not limited to all persons undertaking marketing, recruitment, promotional, engagement or corporate activities on behalf of the School.

## 3. Definitions

Marketing and Advertisement Materials: All corporate materials and student recruitment documentation including print, electronic and web-based materials.

Students: All currently enrolled students and prospective students.

## 4. Principles

- a. S P Jain is committed to ensuring that all marketing undertaken by, or on behalf of the School, adheres to high standards, is not false or misleading and is consistent with all regulatory requirements in all jurisdictions.

- b. As a registered institute of higher education under the The Tertiary Education Quality and Standards Agency Act 2011, Private Education Act 2009 (revised 2011) Singapore and a registered CRICOS provider under the ESOS Act, S P Jain is committed to compliance with all regulatory requirements including ensuring that marketing material is consistent with the Australian Consumer Law.

## **5. Responsibilities**

- a. All aspects of S P Jain's brand management and marketing including advertising, student recruitment, student recruitment events, promotional publications, online and social media marketing, branding and design of corporate materials and templates is managed by the Chief Marketing Officer's (CMO's) Office. All marketing material developed within the CMO's office by the Marketing Team require approval by the Head – Creative Communications.
- b. Additionally, the CMO's office must obtain approval from the Registrar's Office:
  - i. prior to commencement of marketing, disbursement of marketing materials and student recruitment for a new course
  - ii. for making any changes to course curriculum of existing courses.
- c. All departments, staff, education agents and external parties undertaking any marketing or student recruitment on behalf of the School must ensure that marketing materials are developed and/or approved by the Head – Creative Communications.
- d. The CMO's Office has responsibility for ensuring that marketing strategies and the related promotional materials are accurate and ethical, and maintain the integrity and contribute to the reputation of the School.
- e. The Head – Creative Communications in the CMO's Office is responsible for adhering to the regulatory requirements of all the campus jurisdictions including but not limited to the ESOS Act 2000, National Code of Practice for Providers of Education and Training to Overseas Students 2018, the TEQSA Act 2011, the Higher Education Standards Framework (2021) and the Advertising Code for Private Education Institutions 2012 (Committee for Private Education, Singapore).
- f. All course marketing materials will include the following information:
  - i. the AQF qualification which will be conferred at the end of the successful completion of the course;
  - ii. the duration of the course;
  - iii. the location where the course is registered by TEQSA and the local regulatory bodies to be offered;
  - iv. If the course is available for international students;
  - v. CRICOS registered name and CRICOS registration and course number; and

- vi. For courses authorised to be delivered in Singapore the Singapore registration for the School and validity period of the registration.
- g. Marketing material for all non-degree/professional programs will clearly and unambiguously mention that the program course does not lead to a qualification under the Australian Qualifications Framework and is not accredited by TEQSA.

## **6. Document Management**

- a. Soft or hard copy records of all marketing material will be maintained for a period of at least 5 years at the CMO's office.

## **Related Legislation and Documents**

- a. Advertising Code for Private Education Institutions (2012), Committee for Private Education, Singapore
- b. ESOS Act 2000
- c. National Code of Practice for Providers of Education and Training to Overseas Students 2018
- d. Private Education Act 2009 (revised 2011) Singapore
- e. TEQSA Act 2011
- f. Higher Education Standards Framework (2021)