
Marketing and Promotion Policy & Procedure

Policy/Document Approval Body:	Academic Board
Policy Custodian:	Dean of Engineering
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Date Created:	12 th February, 2011
File Location:	W:\Data - ALL.Standard\Policies and Procedures\EIT Policies and Procedures
Location on EIT Web site:	http://www.eit.edu.au/organisation-policies
Review Period:	Three years
Revision No:	4
Date of Revision:	29 December 2016
Date Approved:	15 March 2017
Date Commenced:	16 March 2017

1.0 Purpose

The purpose of this policy and procedure is to ensure a clearly defined and effective process of marketing and promoting the Engineering Institute of Technology (EIT) – both as an institution as well as the courses, and other services, offered by EIT.

2.0 Scope

This procedure extends to all EIT staff (both administrative and academic) and all courses and services offered by EIT.

3.0 Overview

EIT have developed a strong following of students attending the institute's courses as a result of low key marketing done specifically for EIT and more extensively as a result of the association with sister company IDC Technologies and the marketing done here over two decades. It is critical that all marketing and promotion is done to an extremely high standard and this procedure seeks to define this.

This procedure sets out a brief outline and guidelines about the marketing and promotion carried out by EIT with regard to all courses and services offered by EIT. It is broken down into the following sections:

- Compliance
- Overall methodology
- Staff engaged in marketing
- Media used
- Typical costing structures

4.0 Compliance

EIT's marketing and promotion activities are underpinned by the following:

- All marketing and promotion activities will comply with the relevant standards which govern the course or service being marketed/promoted.
- Representation of EIT, its educational offerings and charges, whether directly or through agents or other parties, is accurate and not misleading, is undertaken in a professional manner and maintains the integrity and reputation of the industry and registered providers.
- Courses or units of study that are offered or intended to be offered are not described as accredited, whether by TACWA, ASQA, TEQSA or by a professional accreditation body for the purposes of registration to practice, until such accreditation has been obtained.
- Where units of study are offered separately from a course of study and are represented as eligible for gaining credit towards a course of study or a qualification:
 - the course(s) of study and qualification(s) for which credit may be gained are specified, and
 - the terms on which credit may be granted are defined.
- Agents and other parties that are involved in representing EIT are bound by formal contracts with EIT, their performance is monitored and prompt corrective action is taken in the event or likelihood of misrepresentation or unethical conduct.
- Representations, whether expressed or implied about the following are not false or misleading:
 - claims of association between providers
 - about the outcomes associated with undertaking a course of study
 - eligibility for acceptance into another course of study
 - employment outcomes
 - possible migration outcomes
- Accurate, relevant and timely information for students is publicly available and accessible, including access for students with special needs, to enable informed decision making about educational offerings and experiences.
- Information and advice given to international on-campus students holding or applying for an Australian student visa meet statutory requirements.
- Marketing material only refers to another person or organisation only if the consent of that person or organisation has been obtained;
- It is made clear where a third party is recruiting prospective learners for EIT on its behalf;
- EIT distinguishes where it is delivering training and assessment on behalf of another registered provider or where training and assessment is being delivered on its behalf by a third party



- EIT distinguishes between nationally recognised training and assessment leading to the issuance of AQF certification documentation from any other training or assessment delivered by EIT
- All written marketing and other material for students, including electronic form, clearly identify the following:
 - For Accredited Vocational Education and Training (VET) courses:
 - EIT's registered provider name
 - EIT's Registered Training Organisation (RTO) code
 - EIT's Australian Business Number (ABN)
 - The NRT Logo used only in accordance with the conditions of use
 - The code and title of any training product, as published on the National Register, referred to in that information;
 - The version number of the marketing material (where applicable)
 - For Accredited Higher Education courses (excluding CRICOS courses):
 - EIT's registered provider name
 - Higher Education Provider (HEP) ID number,
 - EIT's Australian Business Number (ABN)
 - The title of any training product, as published on the National Register, referred to in that information;
 - The version number of the marketing material (where applicable)
 - For CRICOS registered courses - all of the Higher Education course requirements listed above apply, plus the following:
 - EIT's CRICOS provider number
 - The CRICOS number of the course referred to in that information

5.0 Overall methodology

The overall marketing and promotion methodology followed is to trigger interest and attract potential future students to the EIT website, resulting in course enquiries, and ultimately course enrolments. To achieve this, a multipronged and integrated approach is followed including activities such as:

- The EIT website (www.eit.edu.au) is used as a tool for collecting leads for potential future students. The website is maintained on a daily basis. The website also underwent a 'facelift' with a design makeover during 2013. Efforts are made to ensure the website content remains relevant to a global audience.
- A monthly newsletter creates considerable interest and produces results in terms of course enquiries and enrolments. It includes student stories, new developments and accomplishments of students and staff. The Marketing Manager and Marketing Coordinator responsible for this task construct the newsletter and email it out once a month to approximately 600,000 contacts

throughout the world promoting EIT courses and other proposed courses. This approach equated to 25% of EIT's enquiry in 2010 and reduced its contribution to 17% in 2012 due to the growth of other tools herein mentioned. This approach equated to 5.62% of EIT's enquires during 2016.

- Search engine marketing (SEM) is used as a tool for building awareness and driving new visitors to the website. The primary means for SEM is Google Adwords, which is managed on a daily basis. Several other engineering industry sites and education sites are also used such as the International Society of Automation (ISA) website to increase interest in our courses and drive traffic to the EIT website.
- Search engine optimisation (SEO) is also used as a key lead generator with the website being set up for so-called organic searches. The Marketing Manager and Marketing Coordinator responsible for this tool review the results on a weekly basis to confirm the number of visitors is trending upwards. Registrations are also tracked and reviewed on a monthly basis to assess the conversion from SEM and SEO efforts. It is important to note that SEM and SEO equated to 36% of EIT's enquiry in 2010. In 2012, this figure grew to 51% and as of September 2013 it had reached 64%. It is important to note that SEM and SEO equated to 44.93% of EIT's enquiries during 2016.
- Emphasis on course quality, lecturer credibility and customer service has resulted in "word of mouth" and returning past students contributing to 15% of enquiry in 2010 and this figure remaining steady throughout 2012 and 2013. 8.11% of enquiries in 2016.
- Social Media has increased our exposure to the market, and when used in conjunction with existing marketing techniques has contributed 11.85% of EIT's enquiries during 2016.
- Exhibitions and trade shows are also part of EIT's marketing strategy. The Marketing Manager and Marketing Coordinators follow a conservative approach in terms of the selection of events in which to participate to ensure the right target audience and cost structure justifies the investment.
- Alternative means of advertising and promoting the EIT brand and its range of programs are trialed and monitored. Examples constitute outdoor advertising, guerrilla marketing, and social media campaigns.

It should be noted that no print direct mail is used as it has proven to be ineffective.

6.0 Staff engaged in marketing

The Marketing Manager is in charge of marketing, supported by a team of Marketing Coordinators and the Dean of Engineering. The current positions in the marketing team are:

- Marketing Manager
- Marketing Coordinator x 3
- Marketing Assistant
- SEO/SEM Specialist
- Engineering Education Analyst
- Student Support
- Course Advisor

7.0 Media used

The media used in marketing and promotion comprises:

- Email marketing
- Websites (primarily the www.eit.edu.au and www.idc-online.com)
- Digital marketing, primarily through Google Adwords and affiliated websites
- Social Media, e.g. Facebook, LinkedIn, YouTube, Google+

8.0 Typical costing structures

Traditionally, the EIT has had a low cost structure for marketing and promotion as most of the activities are done electronically. From 2012 greater expenditure has been allocated to online advertising, primarily via Google Adwords and search engine optimization due to the effectiveness of these tools and the benefits they provide in reaching a global audience.

9.0 Related Policies & Procedures:

- EIT04 Accurate and Accessible Information Policy
- EIT05 Learners are Informed and Protected Policy
- Recruitment of Education Agents Policy
- Recruitment of Education Agents Procedure
- Managing the Performance of Education Agents Policy
- Managing the Performance of Agents Procedure