
Marketing and Promotion Policy & Procedure

Policy/Document Approval Body:	Academic Board
Policy Custodian:	Dean of Engineering
Policy Contact:	Marketing Manager
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:	5
Date of Revision:	28 July 2020
Date Approved:	18 November 2020
Date Commenced:	7 December 2020

1.0 Purpose

The purpose of this policy and procedure is to ensure a clearly defined and effective process to market and promote the Engineering Institute of Technology (EIT), its courses, and associated services in a manner which aligns with the strategic vision and direction of the institute. It is essential that the presentation of information to both internal and external stakeholders meets all regulatory requirements and is consistent through content and creative execution.

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's advertising and promotion is centrally managed by its Marketing Department, ensuring it is coherent, accurate and clear. This procedure sets out guidelines for the marketing and promotion carried out for EIT, its courses and services. It is broken down into the following sections:

- Compliance
- Marketing channels
- Staff engaged in marketing
- Media used

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.

- 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
 - 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 for students with special needs, to enable informed decision making about EIT's 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 marketing collateral, 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)
- If used, the NRT logo is applied only in accordance with the specifications
- 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
- The EIT brand is to be protected and promoted positively at all times. Correct use of the EIT logo and brand identity is imperative, including consistent presentation of all components in order to reflect the institute's values. Promotional use of the EIT logo can include, but is not limited to: brochures, flyers, banners, stationary, merchandise, advertising, reports, websites, forms, signage, and presentations.
- All forms of written communication, including emails, will reflect EIT's values and the professional standards of the institute. Written communications are subject to the institute's policies including the Privacy Policy, Records Management Policy, and EIT's Ethics Statement.
- EIT encourages and supports responsible use of social media when communicating on one of EIT's official social media channels or commenting on external social media sites. Social media tools are an important mechanism through which EIT may communicate with its students, staff, communities and other stakeholders. Staff are accountable for any content they post on EIT's social media channels. If staff have any doubts or concerns about the information they plan to post, they should contact their manager for guidance. Responsible use of EIT's social media channels includes, but is not limited to:
 - Respecting the views and rights of individuals
 - The reputation of EIT and its community members is not compromised
 - Consistency with EIT's policies and procedures is followed



- Content considered to be commercial-in-confidence or private will not be disclosed
- Employers adhere to professional conduct requirements
- Web-based content and the systems managing it must comply with EIT's policies and procedures. The content is to be reviewed for accuracy and relevancy on a continual basis. All content published must have adequate approval and be uploaded by someone with the authority to do so.

5.0 Marketing Channels

The overall marketing and promotion approach followed at EIT is to trigger interest and attract potential students, primarily to the EIT website, providing them with relevant information and resources to encourage them to enquire and ultimately register on a course or embark on an educational journey with EIT. 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 content is accurate, transparent and remains relevant to a global audience.
- A digital newsletter is produced in-house on a monthly basis and emailed to a database of opted-in contacts from around the world. The content includes student stories, course developments, industry information, and accomplishments of students and staff, among other topics. Additionally, remarketing campaigns are rolled out to opted-in leads.
- 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 and Google Display, which is managed on a daily basis. The account underwent major restructuring in 2020 to more clearly align it with key market regions and the growing course offering.
- Search engine optimisation (SEO) is an essential element of EIT's website and assists with the creation of organic traffic and enquiries. The Marketing Department in conjunction with the technology team are responsible for this tool and monitor the organic rankings of keywords associated with EIT and its courses.
- Online education portals are continually trialed and evaluated to raise awareness and generate course enquiries and enrolments.
- Social Media has increasingly become a key component of EIT's marketing mix, providing it greater exposure to the target audience, enhancing the EIT brand by sharing relevant news and content, and resulting in a significant number of enquiries.
- Exhibitions, presentations, events, webinars and trade shows are employed to promote EIT's courses to. Alternative means of advertising and promoting the EIT brand and its range of programs are trialed and monitored.

6.0 Staff engaged in marketing

The Marketing Manager is in charge of marketing, supported by a team of marketing staff, course advisors, the technical department, and the Dean of Engineering. The current positions in the marketing team are:

- Marketing Manager
- Marketing Analytics and Growth Manager
- Marketing Coordinator
- Marketing Assistant
- Course Advisor x 11

7.0 Media used

The media used in marketing and promotion includes, but is not limited to:

- Email marketing
- Websites (primarily www.eit.edu.au, www.idc-online.com, and selected online education portals)
- Digital marketing, primarily through Google Adwords and affiliated websites
- Social media, e.g. Facebook, Instagram, LinkedIn, YouTube, Twitter

8.0 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