
12 Publicity and Marketing

12.1 Collaborative partners - Publicity and marketing information

12.1.1 Introduction

All academic partners must carefully adhere to Middlesex University's **Guidelines for Partners** when developing marketing materials. Refer to 12.1.2 for further information.

Marketing materials (online and printed versions) include, but are not limited to, advertising, webpages, copy, publications, brochures, flyers, pull-up banners, promotional merchandise, social media, press releases, statements/announcements etc.

Whilst the overall guidelines are applicable for each type of academic partnership, please note that there are specific descriptions to be used to describe the relevant partnership. The guidelines (including the descriptions), along with the Middlesex partnership logo, will be provided to partners.

The guidelines are for use at programme level. If partners wish to use the Middlesex identity at an institutional level they must request permission. Refer to 12.1.3.3 for further information.

In addition to following our specific guidelines, partners must also ensure that marketing materials contain no misleading or false information about the nature and standing of the partnership.

All marketing materials must be approved by Middlesex, **before** going online or to production/print/publishing. Refer to 12.1.3 for further information.

Middlesex will also continually monitor how partners are marketing programmes and describing the partnership to ensure Competitions and Markets Authority (CMA) requirements are met. We value the rights and protection of students, and recognise the importance of maintaining student confidence and standards of the UK Higher Education sector. As a result, we expect our partners to comply with CMA requirements. To find out more about the requirements please visit the [CMA website](#) or contact your dedicated Partnership Manager.

12.1.2 Guidelines for Partners

These simple guidelines are designed to enable partners to illustrate and describe their relationship with us, and apply to all marketing materials, both print and online.

These guidelines include:

- How to describe the partnership at programme level
- Guidance for including the correct programme title, qualification and length of programme
- A description of Middlesex for partners to use in their marketing materials
- Information for partners on our degree awarding powers
- How to use the Middlesex University visual identity, including the partnership logo.

Images of Middlesex University are also available, and partners should request these from their contact in Academic Partnerships if required.

12.1.3 Approval of marketing materials

- All marketing materials must be approved by Middlesex, regardless of the type of partnership
- Marketing materials (online and printed versions) could include, but are not limited to, advertising, webpages, copy, publications, brochures, flyers, pull-up banners, promotional merchandise, social media, press releases, statements/announcements etc
- If changes are made to approved marketing materials, the updated version will also need to be approved by Middlesex
- General help and support on the guidance can be obtained from Academic Partnerships.

12.1.3.1 Timing

- We understand that it may be necessary for partners to begin promoting programmes before validation. Partners may begin marketing programmes following a decision by Middlesex Portfolio Development Committee (PDC) that programme/s are fully approved to proceed to validation. However, all marketing materials should clearly state that the programme is 'subject to validation' until all validation procedures have been satisfactorily completed
- **Termination of agreements:** Following the termination of an agreement both parties shall cease to advertise or use documents, signatures/logos or materials provided to it by the other party. Further explanation is provided in the relevant guidance document as outlined in 12.1.2.
- If for any reason a partner programme becomes under review, all relevant marketing materials surrounding this programme need to state "Subject to review" in a clear format that is visible to the consumer. Once the review has been successful, the wording can be removed

12.1.3.2 Programme-level marketing approval

- The correct programme title, qualification and length of programme should always be included in marketing materials and is specified in the approved Programme Specification
- Partner programme-level marketing materials should be sent to the relevant contact in Academic Partnerships, who will seek approval/comments from Marketing and the relevant Academic School/s and provide feedback to partners
- Marketing materials must be submitted to Academic Partnerships for approval **before** going to production/print/publishing
- If copy is in a language other than English, then an accurate English translation must also be provided
- Middlesex will aim to provide approval/comments on marketing materials received in a timely manner. Partners may be asked to make changes to the artwork, and these changes must be resubmitted for approval before proceeding to pre-production/ production/print/publishing
- We ask that you send us **all** final artwork for our records.



12.1.3.3 Institutional-level marketing approval

- A partner must seek permission to use the Middlesex identity at an institutional level (for example on their website homepage, rather than just in relation to the specific programme/s covered by the partnership).
- Requests should be received by Academic Partnerships, who will seek authorisation from Director of Academic Partnerships
- Once request has been approved, marketing materials must be submitted to Academic Partnerships for approval **before** going online or to production/print/publishing
- If copy is in a language other than English, then an accurate English translation must also be provided
- Middlesex will aim to provide approval/comments on marketing materials received in a timely manner. Partners may be asked to make changes to the artwork, and these changes must be resubmitted for approval before proceeding to pre-production/ production/print/publishing.
- We ask that you send us **all** final artwork for our records.

12.1.4 Marketing audit process

- Partners will be audited each year by Marketing to ensure they are representing the partnership accurately, and using the Middlesex identity correctly
- This will include checking the institution's website and requesting artwork of all marketing materials
- Partners should respond to any requests to provide marketing materials, or to make changes to marketing materials or website in a timely manner
- Audit process will include checking of partner websites where termination has been agreed or is in process

12.1.5 Marketing costs

12.1.5.1 Franchised and validated programmes Marketing costs are carried by the institution.

12.1.5.2 Joint programmes

Marketing costs are split between the Middlesex school and the institution as outlined in the Memorandum of Cooperation.

12.2 Articulation and progression agreements - Publicity and marketing information

12.2.1 Introduction

Institutions must carefully adhere to Middlesex University's **Guidelines for Articulation and Progression agreements** when developing marketing materials for progression opportunities. Refer to 12.2.2 for further information.

Marketing materials (online and printed versions) include, but are not limited to, advertising, webpages, copy, publications, brochures, flyers, pull-up banners, promotional merchandise, social media, press releases, statements/announcements etc.

Whilst the overall guidelines are applicable for each type of academic partnership, please note that there are specific descriptions to be used to describe the relevant partnership. The guidelines (including the descriptions), along with the Middlesex partnership logo, will be provided to partners.

In addition to following our specific guidelines, institutions must also ensure that marketing materials contain no misleading or false information about the nature and standing of the agreement.

All marketing materials must be approved by Middlesex, **before** going online or to production/print/publishing. Refer to 12.2.3 for further information.

Middlesex will also continually monitor how institutions are marketing progression opportunities and describing the relationship with Middlesex to ensure this is accurate. Refer to 12.2.4 for further information.

12.2.2 Guidelines for Articulation and Progression agreements

These simple guidelines are designed to enable institutions to promote Middlesex progression opportunities, and apply to all marketing materials, both print and online.

These guidelines include:

- How to describe a progression opportunity at programme level
- Guidance for including the correct programme title, qualification and length of programme
- A description of Middlesex for institutions to use in their marketing materials
- Information on our degree awarding powers
- How to use the Middlesex University visual identity, including the logo.

Images of Middlesex University are also available, and institutions should request these from their contact in Academic Partnerships if required.

12.2.3 Approval of marketing materials

- All marketing materials must be approved by Middlesex, regardless of the type of agreement
- Marketing materials (online and printed versions) could include, but are not limited to, advertising, webpages, copy, publications, brochures, flyers, pull-up banners, promotional merchandise, social media, press releases, statements/announcements etc
- If changes are made to approved marketing materials, the updated version will also need to be approved by Middlesex
- General help and support on the guidance can be obtained from Academic Partnerships.

12.2.3.1 Timing

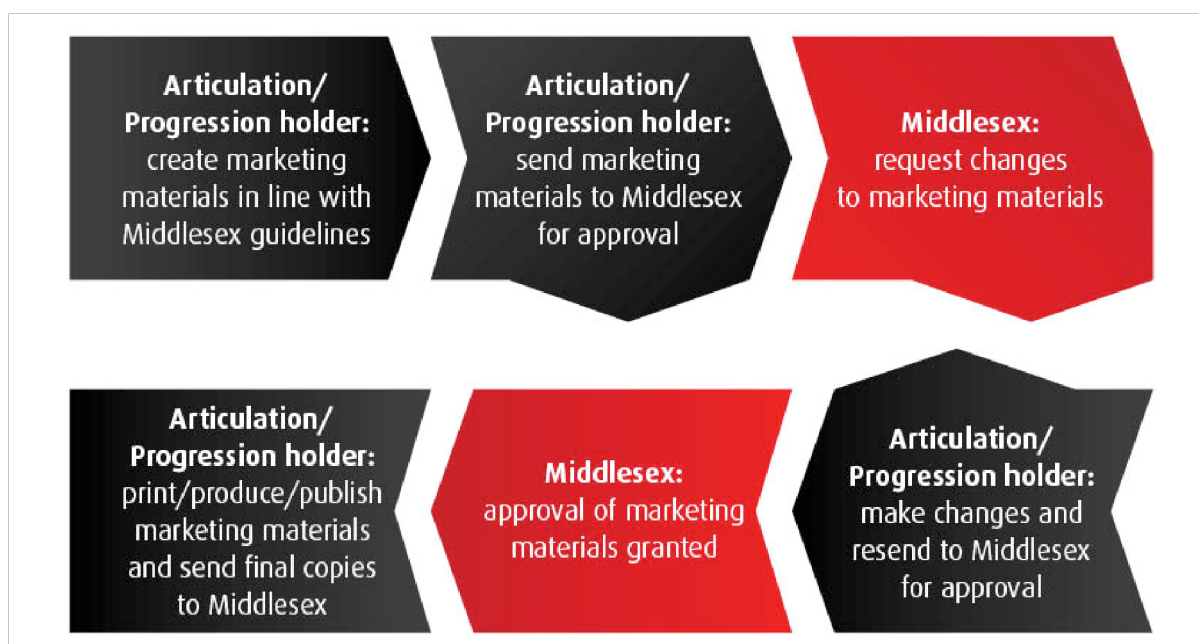
- **Articulation and Progression agreements:** Partners may begin marketing programmes following approval from the University.

<http://www.mdx.ac.uk/about-us/policies/academic-quality/handbook/>

- **Termination of agreements:** Following the termination of an agreement both parties shall cease to advertise or use documents, signatures/logos or materials provided to it by the other party. Further explanation is provided in the relevant guidance document as outlined in 1.2.2.
- If for any reason a partner programme becomes under review, all relevant marketing materials surrounding this programme need to state “Subject to review” in a clear format that is visible to the consumer. Once the review has been successful, the wording can be removed

12.2.3.2 Programme-level marketing approval

- The correct programme title/s and qualification/s of both your institution and Middlesex University should always be included in marketing materials as specified in the articulation or progression agreement
- Programme-level marketing materials should be sent to the relevant contact in Academic Partnerships, who will seek approval/comments from Marketing and provide feedback to partners
- Marketing materials must be submitted to Academic Partnerships for approval **before** going to production/print/publishing
- If copy is in a language other than English, then an accurate English translation must also be provided
- Middlesex will aim to provide approval/comments on marketing materials received in a timely manner. You may be asked to make changes to the artwork, and these changes must be resubmitted for approval before proceeding to production/print/publishing
- We ask that you send us **all** final artwork for our records.



12.2.3.3 Institutional-level marketing approval

- An institution must never use the Middlesex identity at an institutional level (for example on their website homepage, rather than just in relation to the specific programme/s covered by the agreement).

12.2.4 Marketing audit process

- Institutions will be audited each year by Marketing to ensure they are representing the

<http://www.mdx.ac.uk/about-us/policies/academic-quality/handbook/>

- progression opportunities accurately, and using the Middlesex identity correctly
- This will include checking the institution's website and requesting artwork of all marketing materials
 - Institutions should respond to any requests to provide marketing materials, or to make changes to marketing materials or website in a timely manner

12.3 Accredited external courses and activities - Publicity and marketing information

12.3.1 Introduction

Organisations who deliver accredited courses or learning activities (hereafter referred to as 'organisations') must carefully adhere to Middlesex University's **Guidelines for accredited external courses and activities** when developing marketing materials. Refer to 12.3.2 for further information.

Marketing materials (online and printed versions) include, but are not limited to, advertising, webpages, copy, publications, brochures, flyers, pull-up banners, promotional merchandise, social media, press releases, statements/announcements etc.

Whilst the overall guidelines are applicable for each type of academic partnership, please note that there are specific descriptions to be used to describe the relevant partnership. The guidelines (including the descriptions), along with the Middlesex partnership logo, will be provided to partners.

In addition to following our specific guidelines, organisations must also ensure that marketing materials contain no misleading or false information about the nature and standing of the accreditation.

All marketing materials must be approved by Middlesex, **before** going online or to production/print/publishing. Refer to 12.3.3 for further information.

Middlesex will also continually monitor how organisations are marketing accredited courses and learning activities and describing the relationship to ensure this is accurate. Refer to 12.3.4 for further information.

12.3.2 Guidelines for accredited external courses and activities

These simple guidelines are designed to enable organisations to promote accredited external courses and learning activities, and apply to all marketing materials, both print and online.

These guidelines include:

- How to describe the accreditation at course/activity level
- Guidance for including the correct course/activity title
- A description of Middlesex for to use in their marketing materials
- Information on our degree awarding powers
- How to use the Middlesex University visual identity, including the logo.

Images of Middlesex University are also available, and organisations should request these from the accreditation@mdx.ac.uk if required.

12.3.3 Approval of marketing materials

- All marketing materials must be approved by Middlesex
- Marketing materials (online and printed versions) could include, but are not limited to, advertising, webpages, copy, publications, brochures, flyers, pull-up banners, promotional merchandise, social media, press releases, statements/announcements etc
- If changes are made to approved marketing materials, the updated version will also need to be approved by Middlesex

- General help and support on the guidance can be obtained from accreditation@mdx.ac.uk

12.3.3.1 Timing

- **Memorandum of Accreditation:** Organisations may begin marketing accredited courses and learning activities following the signing of the Memorandum of Accreditation by Middlesex University and the organisation.
- **Termination of agreements:** Following the termination of an agreement both parties shall cease to advertise or use documents, signatures/logos or materials provided to it by the other party. Further explanation is provided in the relevant guidance document as outlined in 12.3.2.
- If for any reason a partner programme becomes under review, all relevant marketing materials surrounding this programme need to state “Subject to review” in a clear format that is visible to the consumer. Once the review has been successful, the wording can be removed

12.3.3.2 Course/activity level marketing approval

- The correct course/activity title should always be included in marketing materials and is specified in the Memorandum of Accreditation
- Course/activity level marketing materials should be sent to accreditation@mdx.ac.uk, who will seek approval/comments from Marketing and the relevant Academic Faculty Accreditation Link Tutor and provide feedback to organisations.
- Marketing materials must be submitted to the Course Accreditation Administrator for approval **before** going to production/print/publishing
- If copy is in a language other than English, then an accurate English translation must also be provided
- Middlesex will aim to provide approval/comments on marketing materials received in a timely manner. Organisations may be asked to make changes to the artwork, and these changes must be resubmitted for approval before proceeding to pre-production/ production/print/publishing
- We ask that you send us **all** final artwork for our records.



12.3.3.3 Organisational-level marketing approval

- An organisation must never use the Middlesex identity at an organisational level (for example on their website homepage, rather than just in relation to the specific provision covered by the Memorandum of Accreditation).

12.3.4 Marketing audit process

- Organisations will be audited each year by Middlesex University Marketing to ensure they are representing the accredited courses and learning activities accurately, and using the Middlesex identity correctly
- This will include checking the organisations website and requesting artwork of all marketing materials
- Accredited organisations should respond to any requests to provide marketing materials, or to make changes to marketing materials or website in a timely manner.