

MARKETING COMMUNICATIONS (AMENDED 28.11.2011)

Section	Institute Governance and Management		
Approval Date	18.05.2009	Approved by	Senior Management Team
Next Review	May 2013	Responsibility	Director of Marketing and Student Management Systems
Key Evaluation Question	5	ITPNZ Quality Standard	6

PURPOSE

To produce external marketing communications that reinforces, reminds and educates of Nelson Marlborough Institute of Technology's reputation of excellence in education.

To ensure that NMIT's external marketing communication, is appropriate to the audience, is of a high standard, contains accurate academic information and is consistent with contracts, agreements, articulations and academic approvals while communicating core brand values.

To ensure promotional material is produced to meet agreed time frames, brand and visual standards.

To maximise efficiencies in process, buying power, placement and time.

SCOPE

External marketing communications in any medium (written or verbal, formal or informal) relating to the promotion of NMIT.

Academic information is any information relating to policies, procedures, contracts and funding arrangements which affect students' study contracts or delivery of NMIT programmes and courses.

Promotional material likely to contain academic information includes advertisements and publications for NMIT and its programmes and courses. The following list is not exhaustive.

Examples include:

- Website
- E-Packs
- Enquiry material
- Prospectus
- Programme and course brochures and flyers
- E-marketing (google adwords, e newsletters)
- Advertisements ie print, radio, Newsletters, cinema
- Student Service brochures and flyers
- Press releases
- Presentations and exhibition material

This procedure does not apply to generic information, with no academic content, restricted to a particular programme area or service.

RESPONSIBILITY

Senior Management Team to ensure that the Marketing Communications Team is advised of the terms of any contracts, agreements and articulations relevant to planned promotional material.

Programme Area Leaders may delegate a Marketing Contact person, for each programme area within their school. If not then Programme Area Leader will be the default primary contact.

The Marketing Contact for the programme is responsible for supplying or checking that the relevant promotional copy is consistent with academic information sourced from the approved programme regulations and course descriptors for use in the preparation of promotional material.

The Marketing Services Manager and delegated members of the Marketing Communications Team to co-ordinate the production of marketing communications, to ensure it is appropriate, meets NMITs visual standards, that the academic content is checked for accuracy by the Academic Team and that it is not subsequently changed.

The Academic Team to approve the academic content of any promotional material containing academic information as the final check prior to publication/distribution.

Website & E-Marketing Co-ordinator – responsible for the operational management of the NMIT website based on content provided from the offered teaching register on ARTENA, programme regulations and consistent with printed marketing communications.

POLICY

Marketing Communications must comply with the approved NMIT Visual Identity Guide unless an exclusion is authorised in writing by the Director of Marketing and Student Management Systems or a variation is allowed under the terms of an agreement or contract with an external provider or agency.

Only approved programmes and courses will be promoted. A two-stage approval process applies:

- Programmes and courses may be promoted as “subject to approval” following approval of the concept by the Academic Board and approval by the Directorate of the costing and for curriculum development to commence.
- Programmes and courses may be fully promoted following external approval for quality and funding.

Academic terminology and content used in promotional material must be broadly consistent with the relevant approved programme regulations and course descriptors.

All marketing and promotional budgets centralised in the Directorate of Marketing and Student Management Systems responsibility.

NMIT signage to be produced as per the NMIT signage manual.

PROCEDURE FOR PRODUCTION OF MARKETING COMMUNICATIONS

Step	Responsibility
Annual communications plan developed in consultation with each Programme Area and budgeted annually.	Marketing Communications Team, Programme Area Leaders and Director of Marketing and Student Management Systems
Implement Plan	Marketing Communications Team
Promotional material containing academic information is approved by Programme Area Leader (or delegated marketing contact) and Curriculum and Quality Manager	Marketing Communications, Programme Area Leaders and Curriculum and Quality Manager
All bookings and order numbers provided by the Marketing Communications team as per budget	Marketing Communications Team

REFERENCES

INTERNAL

Programme Area Marketing Strategies
Publications Production Timelines
NMIT Brand Guidelines for Marketing Communications
NMIT signage manual
External Communications and the Media
Development of New Qualifications and Changed Programmes and Courses
Articulation