

## Marketing Policy

### *Policy*

Swinburne Open Education (RTO 3059) is committed to ethical marketing practices, ensuring prospective students are provided current and accurate information. Swinburne Open Education marketing practices and pre-enrolment information comply with the Standards for Registered Training Organisations (RTOs) 2015, Australian Consumer Law, the Privacy Act 1988 and the Spam Act 2003.

### *Purpose*

The purpose of this policy is to ensure that Swinburne Open Education engages in ethical, current and accurate marketing activities in the promotion of Swinburne Open Education courses and services.

### *Scope*

This policy applies exclusively to marketing activities undertaken by Up Education Online on behalf of Swinburne Open Education (RTO 3059) in accordance with the established partnership agreement.

### *Responsible Officer(s)*

The Chief Marketing Officer is responsible for ensuring that all marketing activities are accurate and align to the principles described in the Marketing Procedures.

The Chief Marketing Officer is also responsible for pre-enrolment information.

### *Review and Improvement*

This policy and associate procedures are subject to regular review and improvement through Continuous Improvement processes as described in the Continuous Improvement Policy and Procedures.

## Marketing Procedures

### *1. Marketing Principles*

All course marketing undertaken by Swinburne Open Education complies with the following principles:

- Course marketing complies with the requirements specified in Clause 4.1 of the *Standards for Registered Training Organisations (RTOs) 2015*,
- Complies with the Spam Act 2003 and the Privacy Act 1988
- Complies with Australian Consumer Law,
- Is aligned to advice provided by the Australian Competing and Consumer Commission relating to *Advertising and promoting your business*.

### *2. Marketing strategies*

Swinburne Open Education use a range of course marketing strategies to attract prospective students

including but not limited to:

- Information provided on the Swinburne Open Education website,
- Course Brochures,
- Swinburne Open Education Social Media sites,
- Paid advertising,
- Public Relations,
- Paid search initiatives,
- Customer Relationship Management (CRM) campaigns.
- Affiliate programs.

### **3. Use of the Nationally Recognised Training (NRT) logo**

Swinburne Open Education uses the Nationally Recognised Training Logo in accordance with the *Nationally Recognised Training (NRT) Logo Specifications*.

- Swinburne Open Education will only use the Nationally Recognised Training Logo in association with Nationally Recognised Training courses delivered by Swinburne Open Education.
- Swinburne Open Education will not use the NRT logo in association with any unaccredited courses delivered by Swinburne Open Education.

### **4. Pre-enrolment information**

Prior to enrolment, Swinburne Open Education provides information to prospective students in accordance with the specifications of Standard 5 of the *Standards for Registered Training Organisations (RTOs) 2015*.

Swinburne Open Education also provides detailed course information to prospective students to assist them to make informed decisions about their course options.

Swinburne Open Education makes pre-enrolment and course information available to prospective students via:

- The Swinburne Open Education website,
- Student Agreement,
- Schedule of Administrative fees,
- Student Handbook,
- Consultation with an Enrolment Consultant,
- Specific Course Brochure,
- Course Structured Workplace Learning and Assessment Guide where applicable.

Swinburne Open Education provides prospective students with access to a range of general study information via:

- The Swinburne Open Education website.
- Student Handbook.

The specific Pre-enrolment, Course and General Study information that is provided is described in the Marketing Procedures Guideline.

## Marketing Procedures Guideline

### *Pre-enrolment information*

Prior to enrolment, Swinburne Open Education makes available a range of information to prospective students to assist them make informed enrolment and study decisions. Information provided includes:

- Course information,
- General study information,
- Access to an Enrolment Consultant.

The specific pre-enrolment information made available through mechanisms listed in the Marketing Procedures as follows:

- Swinburne Open Education website:
  - Course pages,
  - Study information,
  - Learning platform and requirements,
  - Student Support Services,
  - Trainer and Assessor support,
  - Learning Support,
  - Relevant policies and procedures,
  - General study advice and guidance,
  - Study planning,
  - Student Code of Conduct,
  - Any administrative fees,
  - Student terms and conditions of enrolment.
- Student Agreement:
  - Enrolment terms and conditions,

- Student obligations,
  - Swinburne Open Education obligations,
  - Cancellation,
  - Cooling off period,
  - Exit points.
- Schedule of Administrative fees:
  - Any admin fees in addition to the Course Fee.
- Course Brochure:
  - Course overview,
  - Vocational or employment outcomes,
  - Entry requirements,
  - Pre-requisites,
  - English Language proficiency requirements,
  - Mode of delivery,
  - Assessment methods,
  - Course duration,
  - Estimated study load,
  - Course inclusions, such as textbooks or other learning resources,
  - Any additional equipment or resources required,
  - Entry pathways,
  - Articulation opportunities,
  - Units of competency included in the course,
  - Information about Recognition of Prior Learning and credit transfer.
- Structured Workplace Learning and Assessment Guide where applicable:
  - Work placement requirements,
  - Finding a work placement,
  - Student obligations,
  - Workplace obligations,
  - Units of competency,
  - Assessment tasks.

Enrolment Consultant advisory services discussed with prospective students includes but is not limited to:

- Objectives and goals,
- Background and work experience,
- Previous education experience and qualifications,
- Course expectations,
- Study expectations,
- Time commitments,
- Proposed course including:
  - Vocational outcomes,
  - Entry requirements and pre-requisites,
  - Recognition of Prior Learning and Credit Transfer,
  - English language proficiency,
  - Duration and general time commitments,
  - Mode of delivery,
  - Assessment approaches,
  - Support services available,
  - Deferral and extension,
  - Any work placement requirements, and
  - Any other specific course requirements.