

# Marketing Policy and Procedure

## 1. Purpose

The Marketing Policy and Procedure outlines the process for designing, promoting, and distributing marketing materials for all courses and education services offered by Melbourne Institute of Technology, including information published on the Institute's website. This policy also ensures that the Institute markets its courses and services professionally, honestly, ethically, and accurately, maintaining the integrity and reputation of the Institute and the broader education industry. All marketing and communication activities must:

- align with the Institute's strategic priorities;
- enhance the Institute's reputation; and
- ensure compliance with the applicable legislative/regulatory requirements.

This policy is intended to expand and strengthen the principles outlined in the MIT Brand Guidelines.

## 2. Scope

This policy and procedure applies to all Institute staff involved in marketing and communication activities, including but not limited to:

- MIT brand management
- Corporate identity maintenance
- Advertising
- Recruitment
- Website content and design
- Email signature standards
- Creation of promotional materials, publications and graphic designs
- Campus events
- Sponsorships

## 3. Definitions

Term	Definition
Advertising	To announce a program, product or service in a paid public medium of communication.
Education agent	An agent approved and appointed by the Institute.
Content Manager	The person(s) assigned by the Institute to create and maintain the content of the website by gathering up-to-date and accurate content for publishing.
Corporate identity	The way in which the Institute visually presents itself to the public, thereby influencing the image that people have of the Institute.

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Term	Definition
Marketing and communication	Includes advertising, branding, recruitment, and the use of the Institute's name, logo and key marketing messages.
MIT brand	Creating a distinct and consistent name and image for the Institute in the public's perception to represent what the Institute stands for. Branding aims to establish a noticeable and unique presence in the market, which fosters customer loyalty.
MIT brand guidelines	Designed to ensure a consistent tone across all facets of Institute communications, as outlined in the MIT Brand Guidelines document published in 2023 or as updated.
MIT logo	the symbol and name, which represents the Institute.
National Code	National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018, as amended.
Promotional material	Any combination of media that provides participants with descriptive information about the Institute, including brochures, email announcements, website and EDM.
Social media	Social networking websites are platforms for sharing information, ideas, personal messages, and other content.
Student recruitment	The process involves identifying potential students, informing them about the opportunities available at the Institute, evaluating their eligibility, and providing a range of marketing materials, course information, and services to help them make an informed decision.

## 4. Policy Statement

- 4.1. The Institute will engage in marketing and communication activities to attract prospective students and the general public.
- 4.2. The Admissions and Marketing Department will manage all aspects of the Institute's corporate identity, brand management, and marketing activities. This includes advertising, website, student recruitment through education agents, organising student recruitment events, developing promotional materials, social media marketing, and designing corporate materials and templates in accordance with the MIT Brand Guidelines.
- 4.3. All marketing and communication materials must comply with the MIT Brand Guidelines and be authorised for publication by the Marketing Director or nominee.
- 4.4. All information is provided accurately and with integrity and is not false or

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misleading. It is consistent with the ESOS Act, the National Code and Australian Consumer Law.

## 5. Procedure

### 5.1. MIT brand

The key components of the Institute's brand consists of its corporate identity, unique style and consistent tone and manner in all internal and external communications. The use of the logo, print materials, typefaces and web-based visual communications must adhere to the MIT Brand Guidelines.

### 5.2. Corporate identity

5.2.1. Corporate identity includes the MIT logo, logo positioning, logo placements, variations, slogans, corporate colours, typography, and other elements of visual identity. The guidelines for corporate identity are outlined in the MIT Brand Guidelines.

5.2.2. The corporate identity aims to:

- create a single, consistent and clear visual identity for MIT;
- project the Institute as reliable, caring, attentive and focused on graduate outcomes; and
- standardise the Institute's visual presentation in all communications.

5.2.3. The Marketing Director is responsible for approving the use of corporate identity, branding, advertising templates and collaterals. All materials must adhere to the MIT Brand Guidelines. The corporate identity must be used uniformly, accurately, consistently, and informatively and comply with relevant regulatory requirements.

### 5.3. Advertising

5.3.1. The Marketing Director is responsible for approving all advertising materials to ensure they adhere to the Institute's corporate identity.

5.3.2. All advertising costs must be approved by the Managing Director or nominee.

### 5.4. Student recruitment

5.4.1. Student recruitment must be undertaken in a professional manner to maintain the Institute's integrity and reputation.

5.4.2. No students will be knowingly recruited if the recruitment conflicts with the National Code and relevant MIT policies and procedures, including the Institute's Admissions Policy and Procedure. Where an international student wishes to transfer to the Institute, all reasonable steps must be taken to check whether the student is enrolled with another provider before enrolling at MIT, including:

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- asking the student;
- checking the student's academic records;
- checking the student's CoE and visa;
- using PRISMS (Provider Registration and International;

5.4.3. The Institute gives specific consideration to recruitment of Aboriginal and Torres Strait Islander peoples.

5.4.4. Education agents are required to:

- be ethical and knowledgeable;
- be up-to-date with the latest visa requirements, Institute offerings and the international education environment;
- monitor visa refusals, student feedback and application activity; and
- adhere to the terms and conditions of their agreement with the Institute;
- Education agents will be listed on the Institute's website.

## 5.5. Website and promotional materials

5.5.1. There will be three content managers for the Institute website and promotional material:

- the Marketing Director for marketing and promotion;
- the Executive Dean for academic content; and
- the Group General Manager for all other content.

5.5.2. The Managing Director holds overarching authority for the Institute's website, domain name registration, and social media where a recipient might reasonably believe the information is written on behalf of the Institute.

5.5.3. Printed and other promotional materials, including the MIT website, must clearly identify the Institute's TEQSA provider identification number and CRICOS provider number and contain accurate information and advice.

5.5.4. Promotional materials and merchandise for gifts or sale must comply with corporate identity standards outlined in the MIT brand guidelines.

5.5.5. The Institute will make every reasonable attempt to inform individuals who participate in Institute photoshoots or videos, including graduations and other events, that the material may be used for marketing purposes.

## 5.6. Campus events

5.6.1. All campus events must be budgeted and approved by the relevant Campus Director.

5.6.2. The staff member proposing the campus event must submit a fully costed proposal for approval prior to the event to the relevant Campus Director.

## 5.7. Sponsorship

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Proposals for sponsorship will first be assessed by the relevant staff members and, if supported, will be recommended to the Managing Director for final approval.

## 6. Responsibilities

### 6.1. The Institute's Board of Directors

The Institute's Board of Directors is responsible for approving the Institute's corporate identity, which will be managed by the Managing Director.

### 6.2. The Admissions and Marketing Department is responsible for ensuring that marketing strategies and related promotional materials are:

- accurate and ethical;
- maintain integrity;
- comply with relevant legal and regulatory requirements; and
- contribute to the reputation of the Institute.

### 6.3. The Admissions and Marketing Department is also responsible for reviewing and updating the MIT Brand Guidelines as required.

## 7. Implementation and Communication

This policy and procedure will be implemented and communicated throughout the Institute via:

- the Institute's internal portal;
- Internal circulation to staff; and
- Staff professional development.

## Supporting documents and references

### Government legislation/regulations:

Australian Consumer Law

Copyright Act

[Education Services for Overseas Students Act 2000 \(ESOS\)](#)

DHA (Department of Home Affairs)

National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018 (National Code)

### Institute documents:

Admissions Policy and Procedure

Indigenous Students Policy and Procedure MIT Brand Guidelines

MIT Social media Policy and Procedure

MIT Terms and Conditions of enrolment, Fee Payment and Refund Policy

### Other:

Australian Universities policies

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