CASPIAN
SCHOOL OF ACADEMICS

2025-26
INFORMATION, MARKETING AND PROMOTION
POLICY

September 2025

Relevant external reference points:

Advertising Standards Authority Codes

Chartered Institute of Marketing Code of Professional Practice

UK Higher Education and Advice on Consumer Protection Law for HE providers (Competition and Market Authority)

Introduction

The School considers that the provision of appropriate and accurate published information and effective marketing and promotion of the School and its programmes makes a vital contribution to the student journey and the successful operation and success of the School.

Terminology

In the context of this policy, 'information` means all information produced and disseminated by the School for its students, potential students and stakeholders, as well as the general public. The term covers electronic and printed information

The term `marketing` includes the strategy and arrangements for determining the market for School programmes and its advertising and promotional activities, including the use of recruitment agents and attendance at educational fairs and exhibitions.

Scope

This policy relates to the School`s public information, including website content, VLE content and printed material. It covers introductory information about the School and its programmes, marketing and promotional material, programme specifications, the student handbook and course/module handbooks

Aims

The overall aim of the policy is to ensure that all public information produced by the School and its learning opportunities is accurate, accessible, trustworthy and fit for purpose

The policy also seeks to ensure that marketing and promotional activities are effectively and systematically planned and conducted so as to portray a positive, engaging and accurate picture of the School and its programmes.

Objectives

The objectives of the Information and Marketing Policy and its related procedures are:

Information:

- to ensure that public information reflects the mission, values and strategy of the School and is accessible to students and stakeholders
- to ensure that public information provides an accurate and appropriate introduction to the School for prospective applicants
- to ensure that information provided for current students, both during induction and subsequently, is accurate and accessible
- to ensure that programme specifications and student handbooks are accessible, accurate and informative
- to ensure that all new printed and electronic public information is carefully checked for accuracy and completeness and signed off by an appropriate senior signatory
- to review the content and layout of information posted on the virtual learning environment and the School website on a regular basis to ensure its currency, accuracy and completeness
- to ensure that Schools use of social media is carefully planned and monitored to ensure maximum impact and to minimise the problems sometimes inherent in the use of these media

Marketing:

- to ensure that marketing strategy and activities reflect the mission, values and strategy of the School, as defined in its Strategic Plan
- to ensure that promotional materials, both online and in hard copy, are used effectively as part of the marketing and promotional strategy
- to ensure that any recruitment agents are carefully selected before contracts are issued and that their activities are monitored on a regular basis
- to ensure that all advertising of the School`s programmes and activities is fit for purpose, accurate and trustworthy and compliant with the *UK Code of non-Broadcast Advertising, Sales, Promotion and Direct Marketing*
- to facilitate, where appropriate, links between the School and other educational providers and businesses so as to bring added benefit to the student community and to support local enterprise and education

Information and Marketing procedures

6.1 Public information

6.2 Review and sign off of public information

6.3 Social media

6.4 Agent selection and monitoring

Additional procedures may be issued if an identified need for further guidance or clarity emerges.