

Marketing and Public Information for Collaborative Partners

1. Liverpool John Moores University (LJMU) is committed to ensuring prospective students, applicants and incumbent students are able to access accurate programme information at all times. Therefore, the university maintains oversight of the marketing and publicity materials produced in relation to the programmes it validates which are delivered by collaborative partners.
2. The public information produced in relation to LJMU is important to both protect the university's reputation and to ensure the university remains in line with the external expectations set by the Competitions and Markets Authority (CMA) and by the Office for Students (OfS).
3. LJMU has a contractual relationship with its students, which is governed by consumer protection legislation. The CMA produced guidance in March 2015 to help Higher Education Providers understand their responsibilities under UK consumer protection laws in their dealings with students. The latest CMA guidance is available [here](#).
4. The following expectations and guidance apply to:
 - Partners offering taught validated, franchise, joint and dual collaborative programmes where a partner is involved in the delivery of LJMU credit.
 - Partners offering approved advanced standing arrangements that they are advertising.

Please note the following exceptions:

- Partners where provision is limited to non-credit bearing study abroad.
- Partnerships where activity is limited to Dual PhD awards.

University Expectations regarding Advertising and All Public Information produced by Partner Institutions

5. The following university expectations apply to all forms of published information, including but not limited to, printed, electronic, web-based, broadcast media or any marketing activities used in promoting LJMU's programmes and awards in partner organisations. It encompasses information prepared for both prospective and enrolled students.
6. For international partnerships, it is the responsibility of the partner to ensure that advertising and public information, relating to the LJMU provision they deliver, remains compliant with any in country (non-UK) requirements.

7. Most organisations will use a single website to advertise the programmes they offer. However, if a partner organisation is using either:
- more than one website to advertise and share public information about programmes validated by LJMU, and/or
 - external agents to advertise programmes validated by LJMU

Academic Registry and International Relations must be informed via the collaborativeprovision@ljmu.ac.uk e-mail address, to allow appropriate oversight by the university of all websites. In cases where more than one website or agents are advertising programmes validated by LJMU, the expectations set out within this Guidance will apply.

8. The following Do's and Don'ts provide some guidance about the university's expectations for public information produced in relation to programmes it validates and arrangements it approves.

Do's

- ✓ Clearly reference within public information when programmes are validated¹ by LJMU.
- ✓ When advertising a university validated programme, the LJMU logo should be used. Further details and guidance are outlined within the [LJMU's Corporate Brand Guidelines](#).
- ✓ Comply with LJMU's corporate style and requirements for the production of public information and the use of the LJMU logo, trademarks and name, as identified in [LJMU's Corporate Brand Guidelines](#).
- ✓ Ensure that details about programmes are consistent with the Programme Definitive Documentation approved at validation (or agreed amendment process) and referred to within the partnership agreement and/or the documentation approved by University Recognition Group (URG) in relation to an advanced standing arrangement.
- ✓ Only advertise programmes or arrangements which are approved for recruitment by the university. For validation, franchise or taught joint/dual award, this means a validation must be completed and a signed collaborative contract in place relating to that programme. For an advanced standing arrangement, this means URG approval should be confirmed and a signed contract in place.
- ✓ Ensure that the information about student fees is clear, stating how much a student will pay, and who the payment should be made out to. In a collaborative arrangement in which the collaborative contract outlines that the partner pays the university and the student pays the partner, it should be clear on all public information, and documentation that a student has access to, that the student's financial arrangement is with the partner and NOT with the university.
- ✓ For programmes that are undergoing Periodic Programme Review (PPR), advertising of the programme can continue and the disclaimer, as outlined within the [Guidance for Validation and Periodic Programme Review](#) should be used.

¹ Programmes are considered to be validated by the university after they have been reviewed through the university's validation process, all of the validation conditions have been confirmed as being met by the Event Officer, and a legal contract listing the programme title has been signed by both parties.

- ✓ When a programme title change is being proposed, the new title can be advertised following APFP approval, provided that the guidance regarding student consultation has been followed, as set out in the [Guidance for Validation and Periodic Programme Review](#).

Don'ts

- ✗ Advertise or signpost a university award or make statements or imply any formal relationship with the university until a signed collaborative contract is in place.
- ✗ Advertise a university programme or award as “Programme is Subject to validation or contract”.
- ✗ Produce any information (either publicly or within the partner organisation) which gives the impression of a financial arrangement between the student and the university, when the financial arrangement is between the student and the partner.
- ✗ Advertise programmes or arrangements validated by LJMU via any websites or external agents, without first informing Academic Registry at LJMU.

Minimum Requirements – information which should be published on Collaborative Partner Webpages related to validation, franchise and taught joint/dual awards validated by LJMU

9. In order to align with the expectations of the OfS and the CMA, and to maintain equivalence across LJMU students studying with the university and with its collaborative partners, partners are expected to publish the following information about LJMU validated programmes on their web pages:
 - a) The award and title
 - b) Length of the programme
 - c) Approved entry criteria²
 - d) Confirmation of who the student fees are payable to – either the partner or the university.
 - e) Details of the arrangements for student certificates.
For franchise and validated awards, this will be to clarify that one certificate is issued by LJMU upon successful completion of the award. The following standard statement should be used:
“Upon successful completion of the programme, one certificate will be issued by LJMU.”
For joint and dual awards, the arrangements for that partnership to be outlined.
 - f) A link to the LJMU [Course Catalogue](#) webpage, where students can then select their published programme specification for information about the programme.

² As stated on the Programme Specification

- g) Details of the arrangements for graduation for students on the programme. The LJMU position in relation to collaborative partners and graduation is outlined on the webpages here. For partners that do not have an exception agreed within their contract, please use the following standard statement:
“Upon successful completion of the programme, a graduation ceremony will be arranged by [partner name].”
- h) Confirmation that the programme is awarded by LJMU. For joint and dual awards, details of any additional awarding bodies should also be clearly stated.
- i) Normally, the fees required to complete the programme(s) and details of any additional costs to the students in order to complete the programme³. This information should include specific details of the Year of Study and/or the start month for the programme.
10. The following exceptions to the minimum expectations apply, and in these instances there is no requirement for any information about the LJMU programmes to be published on the partners webpages:
- If a programme is not recruiting and there are no students on the programme(s) and the programme has been formally suspended via the Academic Planning and Fees Panel (APFP).
 - If a programme has been approved to only recruit as ‘closed client’, as defined by HESA.
11. In instances where a partner organisation maintains additional webpages with different domains for different regions, all webpages should include information which complies with the minimum requirements set out above.
12. If it is decided that a programme will be closed to recruitment, the programme details as set out in point 8 should remain on the webpage of the partner organisation until all students have completed their studies, with the following adjustments:
- a. Next to the Award and Title (point 8a), the following statement should be included ‘This programme is teaching out and is not open to new applicants.’
 - b. The Approved Entry Criteria (point 8c) can be removed from the webpages.

Requirements relating to advertising of LJMU approved advanced standing arrangements

13. An advanced standing arrangement is where an award which is not validated by LJMU is formally recognised as appropriate for admission on academic grounds, with advanced standing, on to a specified LJMU Progression Programme, thereby providing a basis for individual applications to the LJMU Progression Programme.

³ If an international partner would prefer to take a different approach to informing students about the fees and associated costs for their programme, they should initially contact Academic Registry at collaborativeprovision@ljmu.ac.uk, with details of a proposed approach. This will require consideration and approval by the Academic Registrar.

14. The LJMU Progression Programme can be a programme delivered at LJMU or a collaborative programme delivered in partnership with a partner organisation.
15. Whilst it is not required, should a partner decide to advertise an LJMU approved advanced standing arrangement, the following information must be included as part of the public information:
 - a) The award and title of the programme that is recognised for advanced standing and the award and title of the LJMU Progression Programme. This should match the details that have been approved by the URG.
 - b) The Frameworks for Higher Education Qualifications (FHEQ) level and number of credits that will be recognised by LJMU on the LJMU Progression Programme, and the resulting point and FHEQ level of entry that students will join the LJMU Progression Programme.
 - c) It must be clearly articulated that a place on the identified LJMU Progression Programme is subject to an admissions process, which takes account of availability of places on the programme and/or other additional requirements, as per the published entry criteria for the LJMU Progression Programme.
 - d) Confirmation of the student status and arrangements for certification of both the recognised programme and the LJMU Progression Programme. The narrative should clarify that students will not be registered with LJMU and so will not be students of LJMU until they join the LJMU Progression Programme (subject to the admissions process, see point 1c).
 - e) Confirmation of who student fees are payable to, both for the recognised programme and the LJMU progression programme.
 - f) A link to the LJMU [Course Catalogue](#) webpage, where students can then select the published programme specification for information about the LJMU Progression Programme.

Approval of Marketing Information

16. A new partner and new programme should seek approval of the first set of marketing material from the university's Corporate Communications team. In order to seek approval, please contact the Design Studio Manager, contact details are listed in in [LJMU's Corporate Brand Guidelines](#).
17. In addition, the [Director of International Relations](#) of the university approves the new marketing material for international partners.

Monitoring and Oversight of Marketing Information

18. Oversight of collaborative partner websites by the university will be maintained by Academic Registry for UK programmes and by International Relations for international

programmes. In addition, an annual check of all collaborative webpages is completed by Corporate Communications. This will be reported to the university's Academic Quality and Standards Committee (AQSC) annually.

19. The Link Tutor will maintain contact with the partner regarding the programme specific details and oversee the alignment between the information which is advertised and the validated information detailed within the definitive programme documentation.
20. Where an international partner produces publicity materials and maintains a website in a language other than English, a translated version of this will be required for approval by the university. Costs for translation will be the responsibility of the partner institution.

Programme Guides

21. Academic Registry, annually, provide up-to-date and accurate information to be used by the partner for the student programme guide. A programme guide will be developed and approved by the university annually, in line with the agreed [template and process](#).

Please be aware that it is important that collaborative partners follow this marketing policy statement, as failure to comply can entitle the university to terminate the collaborative agreement because of the partner's breach.