



UKMC Marketing Policy

Date	Author	Summary of Changes	Version	Authorised
2023	Head of Marketing	Policy developed	1	Academic Board
12/09/2025	Head of Marketing	Version 1 amended to be ratified by Academic Board in Dec 2024 Inclusion of PECR, CMA, prohibited actions and other guidance.	2	Academic Board December 2025
Policy/Procedure Management and Responsibilities				
Policy/Procedure Owner		<p>The policy is overseen by the Head of Marketing and the Head of Business Development.</p> <p>Day-to-day implementation and communication responsibilities may be delegated to any party engaging in marketing activity in partnership or association to UKMC.</p>		
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Document Location		UKMC Policies and Legislation		
Linked Documents and Policies Internal		<p>Recruiter Due Diligence / Ethical Guidelines documentation</p> <p>Recruiter Training and Onboarding</p>		
Linked Documents and Policies External		Competition and Markets Authority - GOV.UK		
Dissemination Plan		<p>The policy will be distributed as necessary to individuals or entities engaging in marketing activities that incorporate the use of UKMC identity or intellectual property. Available on the policy and legislation area of the website.</p>		
Accessibility		Alternative formats available on request		

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1. Executive Summary

- 1.1. The Marketing and Communications Policy of UK Management College (UKMC) outlines an organised method for public relations, social media, marketing, and event planning.
- 1.2. The policy, which was created after much discussion with outside parties, attempts to make sure that these actions are in line with UKMC's strategic objectives and follow fair, honest, and legal procedures. It highlights how crucial it is to preserve brand consistency across all media and how using the company's assets and emblem requires adhering to strict brand guidelines.
- 1.3. The policy mandates adherence to advertising standards and content accuracy for a wide range of operations, including digital marketing campaigns, internal and external communications, and public relations initiatives.
- 1.4. It also delineates duties for communication management, with particular responsibilities assigned to supervising press appearances and stakeholder relations.
- 1.5. To ensure effective audience engagement, digital marketing tactics and social media activities must adhere to brand requirements.

2. Overview

- 2.1. The Head of Marketing is the policy owner, and Marketing Team is in charge of putting it into practice, giving a clear framework for responsibility.
- 2.2. UKMC is committed to using ethical marketing and communication techniques, and any violations of the policy may result in an inquiry and necessary action.
- 2.3. According to the Competition and Markets Authority (CMA) guidelines, providers must provide current and prospective students with timely, clear, accurate, comprehensive, and unambiguous information at all points in the student journey, from application and offer to enrolment, as well as when the Higher Education (HE) providers are providing educational services.
- 2.4. CMA provides guidelines on what level of information is appropriate to provide to both existing and potential students
- 2.5. Furthermore, Office for Students (OfS) expect providers to treat students as consumers and to make sure that:
- 2.6. prospective students can access the information they need to make the choices that are best for them

- 2.7. all students understand what they can expect in terms of teaching and support
- 2.8. students have access to clear, accurate and timely information at all stages of their education, including information about course content, structure and total course costs
- 2.9. contracts are understandable, fair and transparent.
- 2.10. if things do go wrong, students have access to a user-friendly complaints process.

3. Purpose

- 3.1. The policy offers a thorough explanation of the values, procedures, and corresponding duties that control the authorisation of essential public information and marketing materials (such as print, electronic, and web-based content) and their use in advertising campaigns for joint ventures and related partnerships.

4. Scope

- 4.1. The following are the outcomes of the procedures related to this policy:
- 4.2. UKMC corporate image is preserved. Publicity and marketing materials does not disrepute UKMC and its academic partners.
- 4.3. The accuracy and consistency of public information and marketing materials must be maintained while using UKMC name. The message conveyed is clear, accurate, and consistent.

5. Who is covered by the Policy?

- 5.1. All student recruiting partners, their employees, communication departments, student associations, and other individuals that regularly in marketing and communications initiatives are covered by this policy.
- 5.2. The policy also extends to outside parties that Student Recruitment agencies collaborate with.

6. Violating of this Policy

- 6.1. Student recruiters and associates may be subject to an investigation and referral to the applicable UKMC disciplinary procedures for any violation of this

policy and its related procedures. Actions shall be conducted in compliance with applicable laws and contracts.

7. Procedures and Guidance

- 7.1. The following procedures and guidance implement this Policy:
- 7.2. Marketing and Communications Procedures
- 7.3. Brand Guidelines

8. Marketing

Brand Identity

- 8.1. A priceless asset, the UKMC brand is essential to the organisation's reputation and image among its benefit groups. It expresses the organisation's culture, goal, mission, and strategic vision.
- 8.2. When using the brand, you must abide by the brand guidelines, tone of voice, logo usage, colours.
- 8.3. Producing branded marketing and communications materials in accordance with this Policy is mandatory for both internal and external audiences, wherever feasible.
- 8.4. Only in extremely rare situations can the creation of brand variants be taken into consideration, and the creation and use of variants require the approval of the Head of Marketing.
- 8.5. The UKMC policies, flagging system, or legal action, will be followed when dealing with any unlawful use of the UKMC name or logo.
- 8.6. If found in breach individuals may be requested to meet to discuss the extent, and support the identification of impact and risk assessment.
- 8.7. Only UKMC internal media assets, or purchased copyrighted assets (such as from Canva, Shutterstock etc. With the appropriate licenses), should be used.

Marketing campaigns and plan

- 8.8. All marketing plans and campaigns have to be created and carried out in accordance with UKMC marketing rules, branding guidelines and policies.

Advertising campaigns, recruitment, and broadcast

- 8.9. The law pertaining to advertising standards must be followed by every advertising effort. This is to ensure that your activities and thereby UKMCs comply with the Competitions Market Authority requirements, and OfS

regulatory conditions that ensure clear and transparent marketing and recruitment activity.

8.10. This covers student recruitment-related internet, print, and out-of-home advertising in the United Kingdom.

8.11. Any advertisement placed on behalf of UKMC must have been agreed with the Head of Marketing.

Print Materials

8.12. All print materials and signage must adhere to this policy.

8.13. UKMC must give its prior approval to the designs and content.

Social Media Activity

8.14. All online campaigns and digital marketing materials must be created in compliance with UKMC Marketing guidelines and policies.

8.15. They have to adhere to local regulations in the relevant jurisdiction as well as GDPR, while also maintaining accuracy and clarity.

Communication

8.16. Clear, accurate, and meaningful communications must be maintained between the student recruitment agency and the students. UKMC requires prompt and truthful communication from the Student Recruitment Agency.

Fraudulent or Misleading information and claims

8.17. Any reports or identification of fraudulent, misleading, or wrong information must be reported to compliance@ukmc.ac.uk immediately.

8.18. Any GDPR data breached in relation to marketing activities must report to dataprotection@ukmc.ac.uk immediately.

9. Payments and Services

9.1. It is against UKMC policies to accept payments and/or gifts in lieu of services.

9.2. Any services that any external organisations may offer or employ, must be explicitly separated from that of UKMC, and must not be labelled as a combined offering.

9.3. UKMC services must be marketed accurately. Any queries can be directed through the Head of Marketing.

9.4. Any false or misleading claims (e.g. receiving additional items like laptops, being paid' to study etc.) will result in termination

10. Prohibited Practices – CMA, GDPR & PECR Compliance

10.1. All supporting contractors engaged in Business Development or Recruitment activities must comply fully with **UK legal and regulatory requirements**, including **CMA, GDPR, PECR**, and internal company policies. The following practices are strictly prohibited:

11. CMA & Marketing Compliance

11.1. Contractors must **not make false, misleading, or deceptive claims** to prospective students, clients, candidates, or partners.

11.2. Examples include, but are not limited to:

11.2.1. Promises of free items (e.g., laptops, software, materials)

11.2.2. Claims of payments or financial incentives to study

11.2.3. Guarantees of admission, visa approval, or employment outcomes

11.3. All marketing and recruitment communications must be **transparent, accurate, and approved**.

11.4. **Breaches will result in immediate termination** of contract and may be reported to the **Competition and Markets Authority (CMA)** and other relevant authorities.

12. GDPR & Data Protection

12.1. Calls, emails, or other communications must comply with **UK GDPR**, with a lawful basis for processing personal data (e.g., legitimate interest or consent).

12.2. Personal data must be handled **fairly, transparently, and only for authorised purposes**.

12.3. Contractors must **honour opt-outs** and maintain accurate records of consent.

13. PECR Compliance

13.1. Do not call numbers listed on the **Telephone Preference Service (TPS)** or **Corporate TPS (CTPS)** unless explicit consent is held.

13.2. Automated or pre-recorded marketing calls require **prior consent**.

13.3. Calls must not be persistent, aggressive, or misleading.

14. Call & Communication Practices

- 14.1. Identify yourself and the organisation clearly at the start of any call or communication.
- 14.2. Provide recipients with a clear method to **opt out** of future communications and **honour all opt-outs promptly**.
- 14.3. Do not apply pressure-selling techniques or misrepresent information.

15. Referrals & Conflicts of Interest

- 15.1. All referrals must be **declared and approved** by the company.
- 15.2. Contractors **cannot receive payments or incentives outside approved payroll or PAYE arrangements**.
- 15.3. Conflicts of interest must be declared immediately; contractors must refrain from decisions where conflicts exist.

16. Monitoring & Accountability

- 16.1. All calls and communications may be **recorded and audited** for compliance, quality, and training purposes.
- 16.2. Any breach of these prohibited practices may result in:
 - 16.2.1. Immediate termination of contract
 - 16.2.2. Recovery of unauthorised payments
 - 16.2.3. Reporting to regulatory authorities (CMA, ICO, HMRC)
 - 16.2.4. Disciplinary action as applicable

17. Periodic Review and Strategy Adjustment

- 17.1. UKMC will conduct a periodic review of the performance evaluation and reporting process, event flagging, and consider the uses.
- 17.2. This review will inform the adjustment of strategies, targets, and KPIs for the following intakes, ensuring that our marketing and recruitment efforts remain dynamic, responsive, and aligned with evolving objectives and market conditions.

18. 8. Glossary of Terms

- 18.1. **Advertising:** Advertising is a type of communication that uses paid media including print, outdoor, magazine, digital, video, television, movie theatre, and

- radio to persuade a target audience to perform a certain action, like studying or working at UKMC.
- 18.2. **UKMC brand:** Our brand encompasses everything that makes us who we are as a company, including our personality, brand values, and tone of voice, in addition to the tools that help us express our brand, such our logo, colours, and typefaces.
- 18.3. **UKMC logo:** The phrase "UK Management College" is Under the UKMC Symbol in the UKMC Master logo.
- 18.4. **Beneficiary groups:** The populations that UKMC is there to support. These are divided into four categories: external organisations (companies, government agencies, the not-for-profit sector, and the professions); our operating regions; our graduates and alumni; and the general public.
- 18.5. **Brand guidelines:** Brand guidelines are the guiding concepts and specifications that create, carry out, and safeguard every aspect of a brand. They serve as a guide to guarantee uniformity in the communications we do with the UKMC brand.
- 18.6. **Competition and Markets Authority (CMA):** The Competition and Markets Authority (CMA) is a non-ministerial independent agency that works to advance competition for the good of consumers in the UK and abroad.
- 18.7. **Digital assets:** Digital assets are any written, video, or audio content as well as images that are available in a digital format and are usually used in digital advertising or stored on websites. This includes creating or collaborating on websites, microsites, social media, and other digital channels where UKMC's assets will be used for association or promotion.
- 18.8. **Audience outside of the UKMC:** People from outside the community.
- 18.9. **Audience within the UKMC:** Members of the community. Preferred suppliers: Preferred suppliers are non-contracted vendors that UKMC has worked with in the past or is presently working with but who are not covered by a framework agreement.
- 18.10. **Print materials:** Any printed or digitally stored materials, including newsletters, pamphlets, booklets, brochures, and business stationery including business cards, letterheads, and compliment slips.
- 18.11. **Public relations:** The interactions and activities carried out to communicate with external audiences, as well as the relationships that UKMC has with its beneficiaries.
- 18.12. **Social media:** Social media refers to any current or future platforms that let people generate and share content with others, engage in social networking, or both.

