

# COLLEGE OF INTEGRATED CHINESE MEDICINE

## MARKETING POLICY

### Introduction

The College predominantly provides educational services to undergraduate students and acupuncturists as follows:

- BSc (Hons) Acupuncture: 2 intakes per year, 3-year course
- Graduate CPD courses: usually 15-20 seminars per year (of one-or-two-day duration)
- Diplomas in: a) Tuina, b) Paediatrics and c) Gynaecology, Fertility and Obstetrics

In addition, it provides care to patients through the teaching and professional clinics.

### Overall aim of this policy

To provide an overview of the organisation, administration, implementation and reviewing of marketing activities undertaken by the College.

### Aims and objectives of marketing activities

- Overseeing the quality and content of the teaching materials, website documents and student information.
- Ensuring that publicity and student information reflects the high quality of the College courses and follows the house style.
- Planning future electronic and printed marketing and promotion materials to be used within the College
- Discussing any issues arising in relation to the website and VLE including SEO, updates, DVDs, design and layout
- Considering marketing of graduate courses

### Key activities

Offline activities	Online activities
Open Days	Website (including SEO, PPC, Adwords)
Books / publications	Email newsletters
Events	Social Media
Posters	Prospectus
Adverts	
Leaflets	
Prospectus	

## Ongoing monitoring and review

The Marketing Committee regularly reviews activities to understand the current state of play against key objectives, budgetary spend to date, and to evaluate new ways to engage with our target audiences.

## Published material

All published material produced by or for the College its courses and staff, whether printed or broadcast; including all social media shall: comply with University College of Osteopathy's publishing policy and have their authorisation; give a true and fair reflection of the College, courses and staff; be legal and comply with the Advertising Standards Authority's guidelines, the British Acupuncture Council's code of professional conduct and the General Data Protection Regulation (GDPR)\* and be in line with the College's values. It shall also provide price transparency of its courses. Published marketing material aims to show the College in the best possible light but shall not: mislead, denigrate other colleges, therapies, medicines or health professionals, be coercive or pressurise potential students.

## Staff

Marketing activities are overseen by the Marketing Committee which comprises one members of the Management Committee and two other members of staff. This Committee meets to monitor progress on initiatives, agree on next steps, assign responsibilities and priorities. It also regularly reviews all activities for success against key performance indicators. Implementation of marketing activities is supported by the administrative team. In addition, we use external organisations to host and maintain our website, and to undertake design and print work as required.

## Budget

An annual budget for marketing is set at the start of each financial year and spending is regularly monitored by the Marketing Committee.

\* See also 'Privacy notice for college students and graduates'.

Review date: 2021