



Hull York Medical School

Policy on Course Publicity and Marketing Information

Approval Process:	
Committee	Outcome/Date of approval
HYMS Communications Team and HYMS Admissions Committee	Approved
HYMS Management Board	16 th December 2013
HYMS Quality Committee	Considered on 5 th September 2013 and 23 rd October 2013 Chair's Action: 6 th December 2013
HYMS Board of Studies	To be received on 12 th March 2014 (*starred item)
HYMS Joint Senate Committee	Considered on 16 th January 2014 Chair's action: 20 th January 2014
To be implemented from:	1st February 2014
Next due for review:	2014-15
Responsibility to update:	Communications Officer

Publication:	
Location	Date
HYMS website	31 st January 2014
K:drive	31 st January 2014

To obtain this Policy in an alternative format:
Contact the HYMS Quality Officer.

1. Introduction

- 1.1. The Universities are responsible for the accuracy of all published information relating to their awards, including publicity and marketing materials. This responsibility includes making sure, as far as reasonably possible, that information is fair and accurate and does not mislead the public about the nature of the programmes leading to any University award, including HYMS academic awards. This Policy sets out expectations and the procedures through which publicity and marketing information relating to HYMS academic provision will be approved and monitored.
- 1.2. Advice and guidance about publicity and marketing materials is available from:
 - the HYMS communications team;
 - marketing and communications staff at both Universities.

2. Scope

- 2.1. This Policy applies to all publicity and marketing materials relating to programmes and modules leading to HYMS academic awards, whether produced for the purpose of general publicity, marketing or recruitment. It applies irrespective of the form or medium through which the information is produced, which may include leaflets, posters, prospectuses, websites and press releases.
- 2.2. This Policy does not apply to materials that do not relate to HYMS programmes or taught modules (for instance, general publicity about the school, or information about the school's other activities).
- 2.2. This Policy does not apply to internally-focused communications for students and staff, such as curriculum materials.

3. General principles

- 3.1. The following principles are applicable to the production of publicity and marketing information:
 - 3.1.1 All material should be a true representation of the provision and reasonable steps must have been taken to ensure that information is not misleading;
 - 3.1.2 Care should be taken to ensure that the content, presentation and choice of material for publication about HYMS programmes and modules reflects appropriately on the reputation of the medical school and its partners;
 - 3.1.2.1 In the case of electronic media, especially social media, the secondary transmission of information is hard to predict or control. For these

media, reasonable steps should be taken to ensure that HYMS and its partners are presented appropriately.

3.1.2.2 Where a medium lends itself to mixed authorship (e.g. on an electronic forum, where some posts represent the official HYMS view and others can be added by third parties), care should be taken to make the differentiation between different authors as clear as possible.

3.1.3 For new programmes or those that have not yet completed the approval process, advertising material must not be published until planning permission has been granted;

3.1.3.1 Queries regarding planning permission for new programmes should be directed to the HYMS Quality Officer.

4. Approval for high-profile communications

4.1. A formal sign-off process is appropriate for high-profile external communications products which refer in detail to HYMS programmes and modules, such as prospectuses and detailed admissions materials.

4.2 The nature of the sign-off process will vary according to the product in question, but must always include:

4.2.1 the owner of the product (e.g. the admissions team, for recruitment materials);

4.2.2 the communications team;

4.2.3 the Deputy Dean (Education) or delegated nominee.

5. Responsibilities

5.1. The Dean of HYMS (or nominee) is responsible for:

5.1.1 ensuring that programmes which have planning permission but not full approval are not advertised externally or recruited to until full approval has been granted. 'Recruitment' in this context means making an offer of a place (whether conditional or unconditional);

5.1.2 ensuring that any publicity material covered by this Policy is accurate and complete.