

## **B8. PUBLICITY MATERIAL**

### **B8.1 Aim**

To produce material that will enable prospective students to make an informed choice regarding the institution and programme of study.

### **B8.2 Policy**

Within the constraints of size and cost, to produce material which will convey accurately:

- Key aspects of courses of study, including content and structure.
- The professional relevance and status of courses.
- Entrance requirements.
- Details of any additional costs which may be incurred by students.
- Key features of the university and the School.
- Geographical location and environment.
- Details of how to obtain further information.

### **B8.3 Responsibilities**

Final responsibility for much of the School's publicity material lies with others. For example:

- The **Marketing Department** produces the Prospectus, and has an overview of all University publications.
- The **Accommodation Service** produces specialist information regarding student accommodation.
- The **Faculty Recruitment and Admissions Committee** oversees the production of Faculty information, regarding both style and format.

Within the School, the relevant staff are:

- The Admissions Tutors
- The Chair of the School Research Committee

The **Admissions Tutors** are responsible to the Head of School for production and/or co-ordination of the production of all publicity material associated with student recruitment.

The **Chair of the School Research Committee** is responsible for production and/or co-ordination of the production of all publicity material associated with the School's R&D and consultancy activities.

## **B8.4 Procedure**

- Production of the School's entries in the Prospectus is co-ordinated by the Admissions Tutors, liaising with the Faculty sub Dean
- The Admissions Tutors advise the Head of School of the need for new or revised recruitment literature, and oversee its production.
- The School's entries in the annual Research Review and the periodic Faculty Research Report is co-ordinated by the Chair of the School Research Committee, who liaises with the relevant Faculty and University departments.