



## UCL Academic Manual

### Chapter 1: Student Recruitment and Admissions Framework

#### Annex 1.1.2

# Good Practice in Student Recruitment Communications

*Contact: Communications and Marketing Team:*

[www.ucl.ac.uk/staff/communications-digital-and-marketing/cam-teams-and-contacts](http://www.ucl.ac.uk/staff/communications-digital-and-marketing/cam-teams-and-contacts)  
and your Faculty Head of Marketing & Communications

## Good practice is:

- Ensuring all communications comply with the guidance on information provision to students issued to HEIs by the Competition and Markets Authority (see [www.ucl.ac.uk/cam/resources/cma-advice](http://www.ucl.ac.uk/cam/resources/cma-advice)).
- Establishing a clear brief which considers who the communication is addressing (the 'target audience'), why it is needed, how it will be used (distributed), what it needs to convey/address and what the budget is.
- Producing marketing materials for new programmes once formal approval has been granted by the Programme and Module Approval Panel (PMAP).
- Ensuring that materials produced include the direct and associated fees and costs of study in order that potential students are clear about the whole costs associated with a particular programme of study.
- Ensuring materials produced comply with the UCL visual identity and brand guidelines ([www.ucl.ac.uk/staff/communications-digital-and-marketing/brand-and-visual-identity](http://www.ucl.ac.uk/staff/communications-digital-and-marketing/brand-and-visual-identity)); a copy of the guidelines should be supplied with the creative brief when commissioning external designers.
- Ensuring that printed materials are professionally printed by one of UCL's approved print suppliers (see [www.ucl.ac.uk/procurement](http://www.ucl.ac.uk/procurement)).
- Considering the shelf life of any communication and, where relevant, the print-run is appropriate.
- Understanding that communications may be perceived by the reader as an embodiment of institutional values.
- Regularly reviewing and updating publications so that they are relevant to the intended year of entry to UCL.

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