

Marketing Policy

Version	Approved by	Approval date	Review date
01.1	Board of Directors	24 October 2025	September 2026

Administrators Responsible	President, Dean, Registrar, Marketing Manager
Introduction	This Marketing Policy governs all marketing and promotional activities conducted by the International School of Global Leaders (ISGL). It ensures that all marketing efforts are consistent, ethical, and effectively managed to uphold the institution's brand integrity and align with its strategic objectives. This policy is responsive to the dynamic marketing environment and aligns with the detailed strategies outlined in ISGL's Marketing Plan.
Purpose	The purpose of this policy is to provide a structured framework for conducting marketing activities, ensuring they are effective, efficient, and ethically sound. The policy aims to support ISGL's mission and vision by promoting the institution to prospective students, partners and other stakeholders, including education agents, both locally and globally.
Scope	This policy applies to all ISGL staff involved in marketing and promotional activities, including digital marketing, social media, public relations and advertising. It covers all forms of media and communication channels through which ISGL's marketing campaigns are executed.

1. FRAMEWORK

1.1 Brand Management

- Ensure consistent application of ISGL's brand guidelines across all marketing materials and platforms.
- Regularly review and update the branding guidelines to reflect the evolving branding strategy as per the Marketing Plan.

1.2 Digital and Social Media Marketing

- Develop and maintain an active presence on relevant social media platforms, ensuring content aligns with ISGL's brand values and educational objectives.
- Implement data-driven marketing strategies to enhance engagement and effectively measure the impact of digital marketing efforts.

1.3 Stakeholder Engagement

- Establish clear guidelines for engaging with ambassadors, influencers and other marketing partners, ensuring all collaborations are transparent and ethically managed.
- Develop a comprehensive stakeholder engagement strategy to enhance ISGL's visibility and reputation among prospective students and educational partners.

1.4 Ethical Marketing Practices

- Adhere to the highest standards of honesty and integrity in all marketing messages and advertisements.
- Ensure all marketing materials are accurate, truthful and comply with the relevant educational marketing standards and consumer protection laws.

1.5 Budget Management

- Monitor marketing expenditure to ensure it remains within the allocated budget, providing regular reports to senior management.
- Evaluate the return on investment (ROI) of marketing initiatives to ensure they contribute effectively to ISGL's strategic goals.

1.6 Compliance and Oversight

- Regularly review marketing strategies and activities to ensure they comply with national and international regulations governing educational marketing.
- Address any discrepancies or issues in marketing practices promptly and in accordance with ISGL's governance structures.

1.7 ISGL must ensure that all marketing and promotional materials are accurate, honest and not misleading. Specifically, materials must not:

- Guarantee migration outcomes or successful education assessment results,
- Actively recruit international students in a manner that conflicts with obligations under Standard 7 (Overseas Student Transfers).

1.8 CRICOS registration

- All written and online marketing materials distributed or made publicly available by ISGL must include the provider's CRICOS registered name and CRICOS registration number. This requirement applies to any material that:
 - Offers or promotes a course to overseas students,
 - Invites overseas students to apply for a course, or
 - Indicates ISGL's ability or willingness to provide a course to overseas students.

2. RESPONSIBILITIES

- The Marketing Manager is tasked with the practical implementation of the marketing policy, ensuring all marketing activities comply with this policy framework. All marketing materials developed by the Marketing Team require the approval of the President before they are released.
- All departments, staff, education agents and external parties engaged in marketing or student recruitment must ensure that marketing materials are developed under the oversight or direct approval of the President.
- The Marketing Manager is responsible for ensuring the accuracy, ethical standards and integrity of all marketing strategies and related promotional materials, contributing positively to ISGL's reputation.
- The Board of Directors approves the annual marketing budget and reviews the effectiveness of marketing strategies based on reports submitted by the President.
- The Marketing Manager is responsible for ensuring compliance with the regulatory requirements of all operational jurisdictions including, but not limited to, the ESOS Act 2000, National Code of Practice for Providers of Education and Training to Overseas Students 2018, the TEQSA Act 2011, and the Higher Education Standards Framework (2021).
- The President, supported by the Senior Management Team, provides strategic oversight for all marketing efforts, ensuring they are in line with ISGL's overarching strategic objectives.
- The Marketing Manager is responsible for ensuring that all course marketing materials contain essential information such as:
 - **Entry Requirements**
 - Minimum English language proficiency levels.
 - Required educational qualifications or work experience.
 - Course credit and recognition of prior learning (RPL), if applicable.
 - **Course Details**
 - CRICOS course code.
 - Course content and structure.
 - Modes of study, including compulsory online components, work-based training, placements, community-based learning, and collaborative research training.
 - Assessment methods.
 - **Duration and Outcomes**
 - Total course duration and scheduled holiday breaks.
 - AQF qualification, award, or other outcomes upon successful completion.
 - **Facilities and Resources**
 - Campus locations.
 - Facilities, equipment, and learning resources available to students.
 - **Fees and Refunds**
 - Indicative tuition and non-tuition fees.
 - Advice on potential changes to fees over the duration of the course.

- Cancellation and refund policies.
- **Enrolment Conditions**
 - Grounds for deferral, suspension, or cancellation of enrolment.
- **Regulatory Framework**
 - Information on the ESOS framework, including links to official Australian Government material.
- **Living Arrangements**
 - Accommodation options.
 - Indicative costs of living in Australia.
- The Board of Directors is responsible for approving the annual marketing budget and reviews the effectiveness of the marketing strategies based on comprehensive reports submitted by the President.

The ISGL Marketing Policy is designed to support the institution's strategic goals through effective and responsible marketing practices. It ensures that all marketing efforts not only reflect the values and aspirations of ISGL but also resonate with and engage the target audience effectively, thereby fostering the institution's growth and enhancing its educational impact.

Related Documents

- a. Marketing Plan

Version	Approved Date	Approved By	Changes Made
01.1	24 October 2025	Board of Directors	– Section included on CRICOS registration – Updates to the Marketing Manager responsibilities