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| MARKETING Policy |
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| Member of Staff Responsible for Policy | | Jonathan Omani |
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| Date | Details | Approved by |
| 28 MAY 2018 | REVISED | Jonathan Omani |
| 23 May 2024 | REVIEWED | BOD |
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Stratford College London
43 West Ham Lane – London E15 4PH

Marketing Policy

The aim of this policy is to ensure that college pursues marketing activities and the provision of information on its programmes by abiding by the Quality Code Part C (indicators 1-5) and to ensure that all materials published are reflective of the truth with due consideration given to accuracy of information and honesty.

Stratford College London is a provider of education in Business and Information Technology. We have a commitment to:

- Provide excellent quality in teaching and learning
- Promote equality and widen participation in education
- Deliver high levels of learner success
- Meet the skills needs of the economy

In supporting this Mission the Marketing Policy will be to:

1. Ensure a positive image of the College
2. Ensure that the curriculum and modes of delivery are determined primarily by the requirements of those it seeks to serve
3. Identify, and target appropriately, specific market segments
4. Undertake effective promotional activities
5. Help the College achieve its recruitment targets



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STRATFORD COLLEGE MARKETING POLICY – IMPLEMENTATION

1. Ensure a positive image of the College by:

- Commissioning surveys/using focus groups to survey the college image
- Engendering positive press stories
- Producing clear and well-targeted promotional material
- Ensuring the use of the College's corporate style at all times
- Maintain high quality customer care and positive first contact across all services

2. Ensure that the curriculum and modes of delivery are determined primarily by the requirements of those it seeks to serve by:

- Using market information to inform the curriculum offer, including:
 - Local demographic data
 - Local market information
 - Government
 - Enquiry logging and analysis of why prospective students did not enroll
 - Enrolment data and course enrolment projections
 - Analysis of why students withdraw
 - Analysis of other providers

3. Identify, and target appropriately, specific market segments by:

- Maintaining contacts with schools, job centre, community groups, employers and other organizations, using senior staff links
- Identifying provision which meets the needs of specific market segments eg 16-18 full-time students, employed students, Job seekers
- Setting realistic targets against each segment
- Providing a distinctive marketing approach for each

4. Undertake effective promotional activities by:



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- Maintaining positive media relations and regularly supplying press stories to local, national and specialist outlets.
- Producing accurate and effective promotional material by:
 - Producing a range of materials
 - Ensuring that material is written from the customer's viewpoint
 - Setting appropriate target dates for their publication
 - Seeking customer feedback on the materials
- Using the internet effectively as a marketing tool by:
 - Regularly reviewing and updating the College web site and monitoring its use
 - Ensuring that accurate information about the College appears on other web sites eg hotcourses.com
- Using a range of promotional activities including:
 - advertising in local, national and specialist media
 - adverts and editorials in key directories e.g. Connexions publications, local authority school booklets, hotcourses
 - effective links with local secondary and special schools

COLLEGE POLICY MARKETING

(Marketing Channels)

- participation in careers events or exhibitions
 - advertise in local and bi-lingual newspapers
 - participation in education and community events
 - internal marketing with existing students to increase progression
 - presentations to Sixth Form College student groups
 - direct mail, particularly for higher level and specialist courses
- Regularly reviewing the distribution of promotional materials by:
 - Analyzing responses to the marketing section of the enrolment form
 - monitoring requests for materials from organizations
 - maintaining up-to-date and segmented distribution databases



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- Involving appropriately trained staff and student ambassadors in promotional activities.

5. Help the College achieve its recruitment targets by:

- Delivery of the strategies outlined above.

PROCESS:

The Academic Board appointed Marketing Team will be responsible for designing, advertising, printing and getting quotations from agencies.

Marketing Team will follow awarding body publication guidelines, CMA guidelines and any other relevant government department guidelines to avoid any misleading information printed or published.

The role of the Academic Board is crucial as any marketing material or proposed marketing activity needs to be approved of y the Academic Board for the purpose of assuring the maintenance of Academic Standards and Accurate public information. When Academic Board meeting is not schedule in near future then Chair of AB will approve any urgent marketing matter or changes on college website and report it back to AB in their next meeting.