

Process for the Approval of Marketing and Publicity Materials for Collaborative Partnerships and Provision

Annex R

February 2012

Action	Who is responsible
<p>Pre validation information is available on the University of Bolton website at http://www.bolton.ac.uk/CollaborativePartners/Home.aspx</p> <p>The information consists of:</p> <ul style="list-style-type: none"> • Policy for Approving Marketing and Publicity Materials for Collaborative Partnerships and Provision • UoB Contact Information • Corporate identity design specifications • Set of unique selling points • Copyright free images • Links to current UoB campaigns 	<p>Divisional contact makes partner aware of requirements, process and policy prior to any validation preparations.</p> <p>Collaborative Partnerships Administrator ensures website contains up to date contact information, links to other relevant university sites and any changes to policy or process.</p> <p>HCABSS ensures partners are compliant with policy and process</p>
<p>Partners to be reminded annually of the location of this material and the requirement to comply with policy and agreement requirement to gain approval for materials prior to publishing</p>	<p>Collaborative Partnerships Administrator</p>
<p>Request will be made for partners to provide UoB with materials to be published for the coming academic session. Receipt and approval will be tied into initial payment to UK partners</p>	<p>Collaborative Partnerships Administrator</p>
<p>All materials will be screened, approved and signed off by Off Campus Provost</p>	<p>Collaborative Partnerships Administrator to co-ordinate - collates materials for Off Campus Provost who signs off approval and sends through to Marketing and Communications Unit</p>
<p>All materials will be screened, approved and signed off by Marketing and Communications Unit prior to final approval sign off</p>	<p>Collaborative Partnerships Administrator to co-ordinate – sends through to Director of Marketing and International Recruitment</p>
<p>Feedback to partners regarding approval/non approval/amendments needed</p>	<p>Collaborative Partnerships Administrator to co-ordinate – communication via Off Campus Division contact</p>

Approved by Collaborative Partnerships Sub Committee 27/02/12