

Guidance for Marketing, including Subject to Validation for UK Collaborative Partners

- Sheffield Hallam University ensures accurate program information access for prospective, current, and potential students. This oversight extends to marketing materials for validated programs delivered through UK collaborative partners.
- The University's expectations extend to all forms of published information, including printed materials, electronic media, web content, and marketing activities used to promote Sheffield Hallam University's programs and awards in partner organisations. This includes information intended for prospective and enrolled students.

The following guidelines outline the University's expectations for public information related to validated programs:

Do's

- ✓ Clearly indicate within public information when courses are validated by Sheffield Hallam University.
- ✓ Adhere to Sheffield Hallam University's corporate style and requirements for public information production, including the use of the Sheffield Hallam University logo, trademarks, and name outlined in Sheffield Hallam University's Corporate Brand Guidelines. Full guidance can be found [here](#).
- ✓ Ensure that program details continue to align with the Program Definitive Documentation approved at validation or subsequent approved course amendments.
- ✓ Only advertise programs approved for recruitment by Sheffield Hallam University, which requires completion of validation and establishment of a signed collaborative contract.
- ✓ When advertising a new course, partners must clearly state that the course is 'subject to validation' once the University's governance approval has been confirmed.
- ✓ In all instances offers cannot be made to students until course validation (including sign-off of any validation conditions) has been approved.
- ✓ Any partner advertising 'subject to validation' who requests a new change to original approved course(s) must remove the course(s) from their web pages, whilst the University undertakes the additional governance sign-off steps for the new course changes.

Don'ts

- ✘ Advertise or imply any formal relationship with Sheffield Hallam University until a signed collaborative contract is in place, unless specific approval by Sheffield Hallam University has been granted.
- ✘ Advertise a course as 'subject to validation' without formal approval from Sheffield Hallam University.
- ✘ Produce any information suggesting a financial arrangement between the student and Sheffield Hallam University when the financial arrangement is between the student and the partner institution.

Approval of New Course Marketing Information

New courses advertising 'subject to validation' must seek approval for their initial marketing material from Sheffield Hallam University. For approval, please contact UKpartnerships@shu.ac.uk.

Approval of Existing Course Marketing Information

Existing approved course(s) must seek annual approval for marketing material. For approval, please contact UKpartnerships@shu.ac.uk.

Partners are expected to adhere to this marketing policy statement. Failure to comply may result in termination of the collaborative agreement due to breach of contract.