

International Office
Marketing & Recruitment Policy

1. Purpose

To ensure that marketing and recruitment activity for the purposes of recruiting international students demonstrates the highest level of professional integrity.

As the first part of contact between a potential applicant and an institution, marketing and recruitment have implications for both the quality of the student experience and the reputation of UK HEIs overseas, and for BCU specifically. The University, through this policy, strives to be consistent with QAA and UKVI recommendations on good practice in this area and also British Council and UKCISA / ASIA recommendations as relevant.

2. Scope

All activity relating to marketing and communications for the purposes of recruiting international students or developing international business in general.

3. Policy

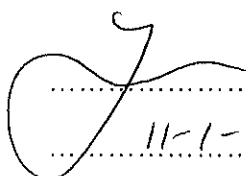
1. That information provided to the applicant gives a fair and accurate picture of the institution, its programmes, services and student support.
2. That the information made available enables the potential applicant to make an informed choice.
3. The University will treat each applicant with confidentiality, courtesy and a professional approach.
4. Under this policy, applicants have a responsibility to ensure that their applications honestly reflect their situation. The submission of fraudulent documents is not tolerated. A student using fraudulent documentation will be disqualified for entry to Birmingham City University and will be reported to the relevant authorities.
5. Applicants will be made aware of their obligations under the UKVI regulatory framework.
6. Staff with responsibility for recruitment will be appropriately informed, trained and supported to undertake their role.
7. The University will ensure a specialist admissions service is offered to international applicants, and that there is a good understanding of the student visa application process by the staff advising.
8. Staff are expected to work to high standards of professional conduct, demonstrating competence, fairness, truthfulness and a primary concern for the best interests of the student.
9. It is our policy to strongly concur with the standards of ethical and professional behaviour outlined in UKCISA / AISA Code of Ethics.

10. Potential applicants should be carefully counselled and guided to ensure that no-shows / non-completers / early exits are minimised through responsible recruitment practices.
11. The use of education agents and appointed representatives is covered in a separate policy and procedure and will aim to ensure that such third parties are reputable and competent to perform their agreed roles and closely reflect the British Council Guide to Good Practice for Educational Agents.
12. International Admissions is covered by a separate policy and procedure which aims to provide clarity and transparency to this process.

Signed by:


Director of International Office

Date


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11-1-2016
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Pro Vice Chancellor

Date


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