

Code for Advertising and Promotional Materials: Supporting Institutions

Summary

An institution or individual is required to prepare all advertisements, leaflets, posters and any other promotional materials (*including text for web sites*) that relate to the University of London External Programme in accordance with this 'Code for Advertising and Promotional Materials'. All draft promotional materials that relate to the University of London External Programme must be sent to the University of London External Programme for comment and approval in advance of publication.

Introduction

1. This Code has been written for the guidance of institutions or individuals which offer educational support to students on any course of the University of London for External students (a 'Supporting Institution').
2. The University of London expects institutions and individuals to abide by this Code when using the University of London's name.
3. A Supporting Institution which enters into a formal relationship with the University in order to teach certain Diplomas for External students (*or which are 'specified' to teach the BSc in Computing and Information Systems*) is obliged to abide by separate Rules for Advertising and Publicity.
4. The term 'promotional materials' includes all material produced in print or other media, including radio and television, videotapes, CDs/DVDs and the internet.

Principles

5. A Supporting Institution is expected to advertise its service in a responsible and professional manner and in accordance with the rules and procedures given below.

Rules

6. A Supporting Institution may use the name of the University of London in promotional materials, but this must not appear as a 'header' or 'footer' without at least equal prominence being given simultaneously to the name of the Supporting Institution itself. In the body of the text the names of the Supporting Institution and the University of London should be of equal prominence.
7. A Supporting Institution is not permitted to use the University of London crest, shield or logo, or that of any Lead College or of the University of London External Programme, in promotional materials.
8. The Supporting Institution must show clearly that it is the advertiser; it is not permitted to say, imply or give the impression that any advertising relating to its service originates from or is approved by the University of London or the University of London External Programme. Neither should there be any implication that teaching is provided by the University of London.

9. A Supporting Institution may request permission to quote from the University of London External Programme general information leaflet or from the appropriate prospectus in its own promotional materials. Prior permission must be obtained as such material is copyright of the University of London. Supporting Institutions are not permitted to quote from the University of London Regulations for External students.

10. A Supporting Institution that wishes to advertise its services should use a formula acceptable to the University of London.

11. Except as described in this paragraph, there must be no use of words that suggest there is a special relationship between the University of London and a Supporting Institution. A Supporting Institution shall not describe or claim that any relationship with the University of London involves collaboration, franchising, twinning, validation, accreditation, recommendation, endorsement or any similar relationship. A Supporting Institution shall not describe or claim that the University of London comments on or guarantees the teaching, services or financial stability of the Supporting Institution. A Supporting Institution which has signed an agreement with the University of London External Programme to act as a Supporting Institution to the University of London External Programme may state that it is a 'Supporting Institution to the University of London External Programme' for those courses and in those areas as agreed.

12. When mentioning the name of a qualification of the University of London, it should not be called an 'External degree' (e.g. 'the External LLB'). There is no External degree of the University of London. Section 66(2) of the Statutes of the University of London states: 'Candidates granted degrees or other awards shall have attained the same academic standard irrespective of mode or place of study or examination.' A Supporting Institution should refer to e.g. 'the LLB for External students', or just 'the LLB'.

13. Exaggerated or unsubstantiated claims relating to examination results may not be made in promotional materials, nor may a Supporting Institution advertise implicit or explicit comparisons with the performance or results of others.

14. While absolute figures may be used in promotional materials (e.g. '24 out of 36 of our students passed'), percentages should not be used unless the absolute number of students to whom they refer is also given and with equal prominence.

15. The University of London holds copyright on pass lists and will not grant permission for these to be re-published, in full or in part, in promotional materials. A Supporting Institution may refer to prize-winners and to its students awarded published gradings (e.g. class of Honours, marks of Distinction, Merit and Credit), provided that the permission of the student concerned has been obtained in writing.

16. A Supporting Institution with a web site should inform the University of London if it is referring to the University of London or the University of London External Programme within the text. A Supporting Institution may direct internet users to the University of London External Programme's own web site (www.londonexternal.ac.uk).

Procedures

17. A Supporting Institution which wishes to be listed in any publication of the University of London External Programme must abide by this Code and must supply the University of London External Programme with a copy of any promotional material produced by or for the Supporting Institution which refers to the University of London. A Supporting Institution may be required to change the text of promotional materials which refer to the University of London before an entry in a publication of the University of London External Programme. Inclusion in any publication of the University of London External Programme is entirely at the University of London's discretion and may be withdrawn at any time.

18. A Supporting Institution must forward drafts of any promotional materials, including text for web sites, that relate to the University of London External Programme to the University of London External Programme for comment and approval prior to publication or use.

19. The University of London reserves the right to review the entry in its own materials of any Supporting Institution which disregards this Code. If a Supporting Institution breaches this Code, the University of London reserves the right to make that known.