



**Bournemouth
University**

BU2A. BU will conduct audits of Partner online content and relevant Partner printed materials relating to the marketing and promotion of BU and BU courses

- BU will complete audits of Partner online content and Partner printed materials to ensure accuracy and consistency for prospective students. The usual arrangement will be for information regarding courses for the next application cycle, including entry criteria to be checked as part of one audit, followed by another audit to ensure that all other information relating to the partnership is accurate.
- The audits will usually comprise of a website review, a request for all printed materials and one follow-up contact if printed materials have not been received within the timescales. Academic Partnerships will be notified if we do not receive a response from the Partner.
- BU will endeavour to provide 1 months' notification of any audit and details of what this involves. However there may be exceptions to this e.g. BU having to fulfil a request for audit information from an external organisation/official body.

Partners to follow:

- P1 - to share the production schedule for printed materials, including prospectuses, featuring BU courses with BU Marketing and Communications at the start of the cycle. BU can then contribute at the design stage and make amends during the process with reasonable timescales before giving approval.
- P2 - To ensure the content of online information produced by the Partner promoting BU and BU courses is accurate.
- Following the audit, Partners may be contacted with details of any areas that need updating/reviewing. These changes should be made online within reasonable timescales, Updated information should be used in future printed publications.
- BU will undertake periodic spot checks to ensure accuracy of online information.
- Comprehensive details of the findings, by Partner are recorded for audit purposes. A summary of the activity is provided to the University's Academic Standard Committee.