

Marketing Policy

This document outlines the Marketing Policies and Procedures for YES. It has been prepared to highlight key objectives and ensure consistency throughout all YES Marketing activity.

Statement:

To attract learners to study at YES and to communicate positive messages to both internal and external stakeholders in a coherent, innovative and effective way.

- Information produced about YES and the learning opportunities we offer will be fair and accurate; timely, current, transparent and focused on the needs of the intended audiences.
- Marketing and publicity information will be available and retrievable where intended audiences and information users can reasonably expect to find it; the format and delivery of information will take account of the access requirements of a diverse audience.

Procedures:

- The target market(s) are a key consideration when designing promotional artwork.
- Designers are free to use their artistic ability to create inspirational designs that take in to account equality and diversity and consider brand guidelines.

1. YES Marketing Objectives

In order to achieve the YES's mission, the Marketing team of YES has engaged to fulfil the following objectives:

1. To develop and promote the YES brand by positioning the Institution as a centre of excellence.
2. To keep the YES brand as a leader of education in the market.
3. To protect the YES brand.
4. To effectively communicate the YES's mission and activities internally.
5. To target external audiences to make them part of the YES's ventures.
6. To build a supportive constituency of alumni and friends to benefit from their influence, contacts, expertise and voluntary help.
7. To raise charitable income from individuals, trusts, commercial and other sources.
8. To strengthen YES's position as a highly selective institution by generating sufficiently large pools of high quality applicants, and by converting them into YES's students.
9. To develop a sense of community, corporate loyalty and responsibility amongst staff & students.
10. To develop and promote a multicultural atmosphere by selecting students from different parts of the world where all the students would become mutually a singular body and brand of YES.

2. Responsibility of YES's Marketing Office

1. To make plans and prepare campaigns for YES's brand and programmes offered by YES
2. To develop and coordinate media coverage for promotional campaigns of YES's programmes.
3. To produce the following printed promotional material:

- School Prospectus,
 - Additional marketing materials such as posters and flyers,
 - Student Service booklets,
 - Other publications.
4. To organise School events e.g. open Days
 5. To plan, prepare and maintain the school website.
 6. To prepare advertisements, press releases, editorial, photo shoots for insertion in local and national press, and other media.
 7. To plan, prepare and provide a promotional presence during key enrolment periods for the students, potential students and other visitors.
 8. To conduct appropriate market research in order to identify more marketing areas.

Marketing Principles & Policies

1. YES intends to conduct appropriate research into existing demands of the students and so the Marketing Team is very much focused on pursuing research to understand the demand of the students.
2. The students, guardians and stakeholders have the right to get appropriate information about the courses and programmes offered by the YES. So, in principle the Marketing Team of YES is focused to provide appropriate information that will help the students and guardians to take proper decisions.
3. Communication is very important in reaching the students and other agencies of YES. The YES Marketing Team is always oriented to make quick responses to any queries in a just and appropriate manner.
4. While communicating with the students, existing and potential, YES's Marketing Team is required to follow YES's Code of Ethics.
5. All the communications and advertisements must be clear, easy, fully explained and informative. The Marketing Office must ensure that all kinds of vagueness and inconsistency are dealt at the earliest possible time which means that:
 - No communications and advertisements will be sent out without proof reading.
 - No advertisements will be publicised unless those have been checked and approved by the Principal.
6. All the marketing tools especially the prospectus must be consistent, updated, well explained, and easy to understand.

7. While planning and preparing the campaign and promotional offers the Marketing Team must ensure that they have avoided exaggeration and only the practical offers and campaigns have been included.
8. YES's Marketing Team must not make any offers or campaigns, which turn out to be anti-competitive.
9. While conducting marketing activities overseas, YES's marketing Team must ensure that the law and cultures of the concerned overseas countries have not been ignored.
10. While conducting marketing in any part of the world YES's Marketing Team must not discriminate based on any of the following:
 - Race
 - Religion
 - Nationality
 - Political belief or ideology
 - Gender
 - Ethnicity and so on.
11. YES is highly student oriented, so, it expects from its Marketing Team that it should only concentrate on the campaign that would serve the students' purposes most.
12. YES will only consider appointing agents who have appropriate standing within local educational communities, sound financial standing, the legal status to contract binding agreements.
13. YES will only negotiate arrangements with agents which are compatible with the effective discharge of its responsibilities for the academic standards of awards.
14. YES will monitor the conduct of the agent and if it perceives that the terms of the contract have been breached, require remedial action to be taken or, in the case of serious breaches, terminate the contract.
15. YES at the end of the two-year period will conduct a full review of the agency terms leading to a recommendation on whether the agreement should be continued or terminated.

Advertisement & Publicity

Advertisement is a major tool for reaching out to people effectively. So, the Marketing Team gives importance to advertising the courses and programmes offered by the school. The advertisement of the courses and programmes needs extra care because this is the tool by which the students and agencies

make decisions whether or not to go ahead in establishing a relationship with the school. The advertisement must be comprehensive in terms of providing essential information.

- Agree with the Principal/Director on a budget outline.
- Contact the required organisation and request quote for advertising opportunities.
- Negotiate discounts if appropriate

Marketing Tools

YES's Marketing Office uses the following tools for the marketing purposes.

- Students' Prospectus
- Publicity Materials
- Web Marketing
- Tele marketing

Yorkshire English School will use additional resources outside the school such as social media to improve and make others aware of what the school offers.

- To encourage links with agencies in the UK as well as abroad
- To make sure that all marketing ventures undertaken by the school are cost effective
- Using media ie Facebook, Twitter, photographs, feedback to record events and reviews, to engage in conversation with our students and community, build and maintain strong relationships with our online community, promote courses and events and reach followers with last minute news and alerts.
- Supporting local and national charities
- Inviting the community to view the school on open days
- Placing leaflets in local magazines

In-house marketing

By making sure:

- That all visitors are made to feel welcome when entering the school
- That the presentation of all letters, news-sheets etc that we send out are of a high standard
- Up to date newsletters