

## Marketing and Promotional Guidelines

To ensure best practices in marketing and advertising our courses we have put together this guideline to help ensure that any marketing or advertising you do on behalf of the **International Institute of Education** is compliant.

If you have any questions or need advice on best practices when marketing or advertising courses please contact our marketing team at [info@iie.edu.au](mailto:info@iie.edu.au) .

### Marketing Guideline Steps

1. Always make sure that it is obvious that you are recruiting on our behalf. Prospective students have to be aware that your role is to introduce them to our college, but very clear that the course delivery is with International Institute Of Education. In order to ensure that our name and **RTO number (45150) and CRICOS Provider no 03838G** has to be mentioned when talking about our courses. See example below:

### Sample Only

Do you want to **excel** in the field of **telecommunication?**

**JOIN IIE FOR UPCOMING INTAKE IN**  
**ICT60615** Advanced Diploma of Telecommunications Network Engineering

**ICT51015** Diploma of telecommunication engineering

enquiries at [info@iie.edu.au](mailto:info@iie.edu.au)

Logo  
**INTERNATIONAL INSTITUTE OF EDUCATION**  
RTO No. 45150  
CRICOS: 03838G

RTO and CRICOS code Must need to be included

While partner is promoting the course and provider partner must include following information of IIE on the marketing material:

International Institute Of Education  
RTO Code| CRICOS Provider No  
IIE website [www.iie.edu.au](http://www.iie.edu.au) Or course specific link of IIE  
Contact Email of IIE [info@iie.edu.au](mailto:info@iie.edu.au)

The promotion must indicate clearly that the partner is only a Recruitment Partner of IIE

IIE partner must seek an approval in advance prior promoting IIE with any promotional material that is not provided by IIE.

## 2. Inclusion of National Qualification Code and Course Code

Always include the national qualification codes, CRICOS course code and qualification titles when describing about courses we offer. All of our nationally accredited courses have a national qualification code and CRICOS code. The correct and current codes can be found on our school websites. This also includes that you have to update the course codes when we advise you that these have changed. See example below:



## 3. Accurate Information in Regards to Course and College

Only use information provided by us to make sure all information provided is correct and factual. Please only use information we have provided to you either directly, via our websites or our agent portal. This ensures you do not make any non-factual statements about: Course durations, Course Contents, Job Outcomes.

## 4. Alinging ASQA guideline in terms of promoting IIE and Its Courses.

Apply these guidelines across ALL your advertising and media. These guidelines apply to all your advertising and promotion including brochures, print advertising, websites, social media etc. Note, ASQA guidelines make particular reference that your social medial advertising should carry details on provider and course codes.

For additional information on ASQA marketing guidelines please refer to their factsheet that can be found here: <http://www.asqa.gov.au/media-and-publications/marketing-and-advertising.html>

## 5. Guideline On Using IIE Logo

IIE approved education recruitment partner either in domestic or international market may use IIE logo in terms of promoting IIE and Its approved courses to domestic or international student upon approval from IIE.

Approved partner can request a marketing material from IIE by emailing following contact:

Mr. Bijay Sharma  
Director of international partner relation  
[b.sharma@iie.edu.ua](mailto:b.sharma@iie.edu.ua)

Ms. Binita Parajuli  
Admission and Marketing Manager  
[b.parajuli@iie.edu.au](mailto:b.parajuli@iie.edu.au)

Logo Using Conditions:

IIE recruitment partner can use IIE logo on their;  
Social Media  
Brochure  
Website

### Approved Format of Use of Logo



**RTO Code and CRICOS Code must need to mention along with this logo**



**RTO Code and CRICOS Code must need to mention along with this logo**



**RTO Code and CRICOS Code must need to mention along with this logo**



**RTO Code and CRICOS Code must need to mention along with this logo**

### Approved Color Of Logo

IIE partner or any organisation must not alter the color of the logo in any circumstance. And shall not attempt to make any alternation on IIE logo.