



### 2.1.3 Promoting and Marketing Programmes

Procedure code and title:	2.1.3 Promoting and Marketing Programmes
Policy area:	2.1 Communications
Version Number:	1
Reviewed by:	Quality Assurance Sub-Group
Date approved by Quality Council:	27 <sup>th</sup> June 2023
Date of Implementation:	1 <sup>st</sup> January 2024
Review Date:	

#### Purpose

The purpose of this procedure is to ensure that the promotion and marketing of all programmes are accurate and appropriate to the particular priority group.

#### Scope

This procedure applies to all FET Provision and FET Provision-Second Providers. There is an integrated single policy, with integrated procedures for FET Provision and FET Provision-Second Providers denoted in the eight-step procedure.

#### Preamble

Learners entering courses for KWETB can be a combination of unemployed persons wishing to upskill, PLC students, early school leavers, lifelong learners, learners returning to education, persons with a disability, and professionals who wish to enhance their career. For FET provision, the Co-ordinator has responsibility for the promoting and marketing of programmes. For FET Provision-Second Providers, the Recruitment Officer has responsibility for the promoting and marketing of programmes.



## Examples of Promotion of Active Courses for Advertising Campaigns include the following

- Career fairs, open days- inviting people into the centre
- Use of social media as a relevant, accessible, and quick means of reaching potential learners
- Organise visits to local schools
- Engage with school guidance counsellors
- Use student testimonials on website and centre social media sites
- Promotional activities throughout the year – putting course highlights, trips, activities out into public domain at various times throughout the year

### Procedure – 2.1.3 Promoting and Marketing Programmes

1	The Co-ordinator/Recruitment Officer should ensure that the marketing and promotion is in line with the current KWETB Strategic Plan, QQI and SOLAS requirements for target demographic, and meets the current needs of the local community for which it serves. The use of FETCH fed by PLSS as a marketing tool is to be encouraged.		
2	When writing the advertisement, the Co-ordinator/Recruitment Officer should use the following checklist.		
	a.	Does the course advertisement correctly match the module descriptor including access requirements and route to progression?	
	b.	Is the correct course code issued on the advertisement?	
	c.	Is the advertisement in line with the principles of UDL? (Is there a QR code with a link to an audio-visual captioned version for intended learners who are hard of hearing or visually impaired).	
	d.	<ul style="list-style-type: none"><li>• Does the course advertisement correctly match the anticipated level of understanding of the intended learner? i.e.</li><li>• plain English</li><li>• technical language</li><li>• the use of translations for multiple languages (if required)</li></ul>	
	e.	Is the course advertisement culturally diverse and inclusive?	
	f.	Is the location and access to the location clearly specified on the advertisement? i.e. location on google maps.	
	g.	Is there a link to the content of the course?	

3	The Co-ordinator/Recruitment Officer should ensure they follow the steps below for the distribution of course promotion advertisement.		
	a.	Develop a proposal including demographic, budget, mediums, and advertising plan.	
	b.	Create an advertisement to match the mediums (via graphic designer, or in house).	
	c.	Ensure all marketing materials are in line with KWETB branding and to seek approval if required.	
	d.	Propose a budget for advertisement (if required).	
	e.	Agree timeline for marketing and closing dates.	
4	The Co-ordinator/Recruitment Officer should ensure that all participating learners have signed a Specific Advertising Campaign waiver form.		
5	The Co-ordinator/Recruitment Officer should ensure that all data processed by KWETB is carried out in full compliance with current GDPR data protection legislation.		

### Link to other Policies/Procedures

3.4.4	GDPR Policy
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### Resources

Resources	<ul style="list-style-type: none"> <li><a href="#">Specific Advertising Campaign waiver form Learner Guide for Assessment</a></li> </ul>
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