**Advertising, Marketing and Program Information for Students Procedures**

## Associated Policy – Advertising, Marketing and Program Information for Students Policy

These procedures deal with program information for advertising and marketing and as well as notifying students when classes are cancelled or rescheduled.

## 1. Procedures for advertising and marketing program information

1. Colleges should work collaboratively with CIT Education Services in the development of program information.
2. Web Course Entry is developed in the set template during program development and approved by the relevant Director.
3. Web Course Entry is loaded onto the CIT website by the Program Services staff in the CIT Education Services.
4. The Web Course Entry is used as the authoritative source for program information to be communicated to students.
5. College Directors are responsible for the provision of timely, accurate and complete program delivery details to CIT Student Services to enable the staff to respond to enquiries.
6. The Course Information Manager in CIT Student Services will co-ordinate input into program information designed for communicating with students, based on consultation with the relevant teaching College, and verified by the Accreditation Manager in CIT Education Services.
7. Directors will consult with the CIT Marketing Manager regarding the most appropriate approach for communicating program information to current and prospective students.

## 2. Procedure for Advising Students of Cancelled or Rescheduled Classes

Generally, classes must not be cancelled however, in circumstances where it is unavoidable, staff (either teachers or administrative staff) should implement the following procedures:

1. Where possible, if a class is to be cancelled 24 hours’ notice and an apology for any inconvenience will be given to students via SMS (students should ensure their contact details are kept up to date via My CIT).
2. Where 24 hours’ notice is not possible, staff will make contact with students via a phone call, email and SMS (Student Services staff can assist with this).
3. Alternative arrangements for students to participate in learning activities equivalent to the class time lost are to be offered at the time a class is cancelled.
4. A notice needs to be placed on the classroom door advising students of the cancellation of the class and a number the students can contact for further information. This will also ensure others can use the facility if need be.
5. Staff must take into account any student with specific communication or access requirements and advise them accordingly.
6. If a class has had a last-minute room change, a staff member must be present at the classroom door at the scheduled time to instruct students where the new classroom is, or to take the students to the new class. A notice needs to be placed on the classroom door alerting students to the room change and the alternative arrangements.
7. If a class has been cancelled for the semester and will not be rescheduled students must be notified and withdrawn from the class. College Support Staff are to send an email advising of the cancellation of a class to [infoline@cit.edu.au](file:///C%3A%5CUsers%5CWendy%20Naude%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5CGM5NS9VN%5Cinfoline%40cit.edu.au) and also contact the Client Service Coordinator of the Student Services on your campus. This is particularly important if the students have paid for the class as a refund will need to be issued. Student Services is reluctant to issue a refund to a student without receiving notification from the department of the cancellation of class. This is due to the credit on the student account possibly being temporary while an account is being fixed or the student may not be entitled to the credit.