



University of
South Australia

a guide to

INTERNATIONAL MARKETING FOR EDUCATION AGENTS

NOVEMBER 2011





Introduction

Welcome to the University of South Australia's Marketing Guide for Education Agents. This resource is designed to help you market the University of South Australia's offerings.

The University of South Australia is one of the largest universities in Australia and one of the biggest providers of education to international students. It has become a respected international brand throughout Asia, Europe, the Middle East and North America.

To attract the best students they must be provided with timely, appropriate and accurate information.

As you know, successful marketing demands a disciplined strategic approach and this document provides resources to help you.

Companion resources

The information in this guide is augmented by publications prepared by the University for prospective international students including the

- > International handbooks (print and e versions)
- > Market specific print and e publications
- > Communication with education agents including newsletters and broadcasts
- > The University of South Australia website, particularly the section for education agents
<http://www.unisa.edu.au/intagent/default.asp> and program and course information pages
<http://programs.unisa.edu.au/public/pcms/>

Additional materials, pictures and branding information is available at unisa.edu.au/mdu This site contains style and branding guidelines, text and pictures. You will be notified of significant updates via agent broadcasts.





Welcome

As we engage in marketing activities it is important our messages are consistent, accurate and clear. We have a shared responsibility to maintain our high quality standards.

This publication will provide you with guidelines to help you market the University of South Australia's programs to prospective students.

We hope you will find the guide a useful resource. Please provide any feedback, suggestions for improvement or additional information to your contact within UniSA International.

Rob Greig

Director, University of South Australia International



Responsibilities and approval process

As part of the contract between the University and our education agents, appropriate marketing of the University and use of the University logo are specified. After an agent contract is signed, new agents will receive an induction from a UniSA International staff member. Your UI contact should receive copies of materials you use to promote the university including links to websites. Please contact UI if you have any questions about the use of the logo or information about the university.

Particular care should be taken if information about the University is presented in a language other than English. Translators must take care with tone so that the University is appropriately represented but not in overly formal or old fashioned language.

Describing the University of South Australia

These passages of text about the University of South Australia and the Vice Chancellor's welcome can be used in flyers, advertisements, online or in brochures and prospectus publications.

University of South Australia – SHORT

The University of South Australia is an innovative and successful institution with demonstrated commitment and achievements in teaching, learning and research. Some of the world's brightest minds teach and research in the areas of business, education, arts, social sciences, health sciences, information technology, engineering and the environment. It is the mission of the University of South Australia to educate professionals and citizens to the highest standards; create and disseminate knowledge; and engage with our communities to address the major issues of our time.

University of South Australia – LONG

The University of South Australia is the University of first choice for career-focused achievers.

With 36,000 students, the University is the largest in the State of South Australia and one of the largest in Australia. It has a strong reputation for excellence across a wide range of subjects in business, law, education, arts, social sciences, health sciences, information technology, engineering and the environment.

Our 150-year educational tradition embraces interaction with the wider world and our teaching and research connect strongly with the issues of our national and international stakeholders – our students and alumni, our partners, the professions, governments, industry, business and our academic peers. Our quality staff provide students with a combination of academic expertise and professional experience.

In the 2010 QS World University rankings, the University of South Australia recorded the biggest increase for an Australian university and we are now in the top three per cent of more than 10,000 universities in the world.

We are committed to excellence in teaching and learning and have invested significantly in the student experience, offering student-centred and flexible programs, supported by an outstanding online learning environment. Designed in consultation with business and the professions, our degree programs are designed to produce graduates who are equipped to succeed in their chosen profession and include fieldwork, industry-guided simulations and industry projects.

We believe that the reputation of a university is determined largely by the quality of its graduates and we are very proud that our students are much in demand by employers, as reflected in employment rates, which are above the Australian national average.



A stimulating education environment is characterised by staff at the forefront of their subjects and the University's academics are progressive research leaders, focused on real world problems. The University of South Australia is ranked in the top one third of Australian universities for research income. More than 70 per cent of our assessed research was deemed to be world-class in the recent official Excellence in Research for Australia evaluation, rising to 90 per cent in some academic areas.

The University of South Australia makes a strong contribution to society and economy at an international, national and state level. A large part of our continuing success is due to the collaborations we have developed with key partners in business, industry and the community, which complement the work-focused nature of our degrees.

It is the mission of the University of South Australia to educate professionals and citizens to the highest standards; create and disseminate knowledge; and engage with the global community to address the major issues of our time.

University of South Australia Welcome from the Vice Chancellor

The University of South Australia is a modern, innovative institution, with a strong commitment to excellence, and one of Australia's most respected providers of international education. The University is characterised by the diversity of its student population, with almost one-third of our students citizens of other countries.

The University of South Australia offers a range of programs that are designed to expose students to learning opportunities that maximise their understanding and application of both theoretical and practical knowledge. The quality of our teaching is regularly recognised by awards such as Citations for Outstanding Contributions to Student Learning, and two of our academics have won the nation's highest honour for university teachers, the Prime Minister's Award for University Teacher of the Year.

As well as providing a high-quality teaching environment, the University of South Australia is a research leader. We foster an intellectually rigorous research environment and our research institutes have the multidisciplinary capacity to address research questions in a range of priority areas, including engineering, materials science, IT, business, finance, communication, social sciences and health sciences.

Wherever they study, our students develop the knowledge, skills and personal abilities they need to find their place in a constantly changing global economy. They are well equipped to succeed, and confident in their ability to do so. Our students not only earn valuable qualifications, they also develop the qualities that we value in our graduates – the ability to communicate effectively, solve problems, think critically, embrace lifelong learning, and have an international outlook.

Choosing to study with the University of South Australia means you'll earn more than just a great degree. You'll graduate with an international network of colleagues, ready to progress in the profession of your choice with the skills to make an immediate and lasting contribution to society.

We look forward to welcoming you as a student.

Professor Peter Høj

Vice Chancellor and President



Mandatory inclusions

CRICOS Provider Number

To meet legislative requirements, the University of South Australia's CRICOS Provider Number must be reproduced on all promotional material that is intended for, or might be relied upon by, international students to inform their decision to study with the University. The CRICOS Provider Number must be included once on your publication or advertisement by displaying this statement:

CRICOS Provider Number 00121B

Include the code with contact details. If a publication does not have contact details, the CRICOS code should be included on the footer of a page.

University name

The University's name "University of South Australia" must appear in full, in both text and logo.

Web address

Under Australian legislation education providers are required to provide prospective students with a range of information. To ensure this obligation is met please include the university's website <http://www.unisa.edu.au/international/study> which contains all necessary information.

University name in translation

Where the language other than English uses Roman script (eg French, Bahasa Indonesia) the University of South Australia will not be translated – our name will appear as it does in English.

Where the language other than English uses another script (eg Chinese, Thai) the University of South Australia will appear in English followed by the translation into the other script – the name will appear twice, once not translated and once translated.

Translators must take care with tone so that the University is appropriately represented, but not in overly formal or old fashioned language.

Font

In English (and other roman scripts) Frutiger is the official University typeface for use in all forms of printed promotional materials. The 'roman' weight is for normal use, 'bold' for headings and 'italic' for special emphasis within text. The typeface must not be extended or condensed. If Frutiger fonts are not available within computer applications then Arial is acceptable. Arial is the default font for the web.

In translation the following fonts should be used:

Arabic	MS Simplified Arabic
Simplified Chinese	Simsun
Traditional Chinese	Mingliu or Msiming
Japanese	Msgothic
Korean	Gulim or GL_ce



Accreditation and rankings

The following highlights about the University of South Australia may be used in promotional material. Agent newsletters provide updates on awards and recognition received by the University.

QS World University rankings

In the 2010 QS World University rankings, the University of South Australia ranked 281st, and showed the biggest improvement from 2009 of any Australian university. This places the University in the top three per cent of more than 10,000 universities in the world.

Excellence in Research Australia

In the Excellence in Research for Australia research assessment exercise conducted by the Australian Federal Government, 70 per cent of assessed University of South Australia research was judged to be of world-class standard, rising to 90 per cent in some academic areas.

Research

The University of South Australia is ranked in the top one third of Australian universities for research income and in the top 10 Australian universities for the percentage of academics with a doctorate.

Teaching awards

The quality of our teaching is regularly recognised by awards such as Citations for Outstanding Contributions to Student Learning. Two of our academics have won the nation's highest honour for university teachers, the Prime Minister's Award for University Teacher of the Year.

EQUIS

The University of South Australia's Division of Business is one of only eight Australian business schools, and one of only 131 in the world, to hold the prestigious European Quality Improvement System accreditation. It must not be implied that EQUIS accreditation applies to any programs other than those offered by the Division of Business.

Five star MBA

The University of South Australia's Master of Business Administration (MBA) is the highest ranked in South Australia and among Australia's top ten, with a five-star rating from the Graduate Management Association of Australia.



Describing our faculty divisions

The following summary text can be used to describe each of the University's faculty divisions and this text can be used when describing a specific area.

Division of Business

Offering programs in most business and management disciplines, the Division of Business is home to the only business school in the state of South Australia to receive European Quality Improvement System (EQUIS) accreditation.

This Division offers professionally accredited degrees in accounting, property and human resource management, and an honours program designed to give our top students the edge in employment or a start in specialist research degrees. Programs include the Master of Business Administration (MBA), which has a national five-star rating.

Schools

- > Commerce
- > Law
- > Management
- > Marketing
- > International Graduate School of Business

Research excellence

The Excellence in Research Australia (ERA) initiative recognised the University of South Australia's Division of Business with a world-class ranking for leading research in the areas of Law; Law and Legal Studies; Accounting; Auditing and Accountability; Business and Management; and Tourism.

The Division of Business is closely connected to the University's flagship Ehrenberg-Bass Institute for Marketing Science, one of the world's leading centres for research in marketing.

Division of Education, Arts and Social Sciences

Working across a wide field of the arts, humanities and social sciences, the Division of Education, Arts and Social Sciences operates closely with industry to remain at the cutting edge of education and research.

Staff are closely connected with their professions and share the latest knowledge with students. The research from the Division deals with issues of theoretical interest and practical concern.

Schools

- > Art, Architecture and Design
- > Communication, International Studies and Languages
- > David Unaipon College for Indigenous Education and Research
- > Education
- > Psychology, Social Work and Social Policy

Research excellence

The Excellence in Research Australia (ERA) initiative recognised the University of South Australia's Division of Education, Arts and Social Sciences with world-class rankings for leading research in the areas of Education Systems; Social Work; Studies in Creative Arts and Writing; Visual Arts and Crafts; Language; Communication and Culture; Cultural Studies; Linguistics; and Historical Studies.



The Division is closely linked with the Hawke Research Institute, working in the areas of work and life, education and literacy, conflict management, equity, gender, child protection, postcolonial studies, religion and social policy. Among the many research concentrations are the Australian Centre for Child Protection; the Centre for Work and Life; the International Centre for Muslim and Non-Muslim Understanding; and the National Centre for Student Equity in Higher Education.

Division of Health Sciences

In a dynamic and interdisciplinary environment, the Division of Health Sciences moves to advance the health and wellbeing of our community through modern teaching and research.

With significant investment in teaching facilities and technologies, and emphasis on practice-based learning, the Division's graduates consistently achieve high employment rates.

Schools

- > Health Sciences
- > Nursing and Midwifery
- > Pharmacy and Medical Sciences

Research excellence

The Excellence in Research Australia (ERA) initiative recognised the University of South Australia's Division of Health Sciences with world-class rankings for leading research in the areas of Medical and Health Sciences; Nursing; Nutrition and Dietetics; Pharmacology and Pharmaceutical Sciences; Medical Physiology; and Public Health and Health Services.

The Division is closely linked with the Sansom Institute for Health Research, the University's flagship health and biomedical research concentration. The Institute brings together a diverse group of leading scientists to find solutions to the big healthcare challenges of the 21st century.

Division of Information Technology, Engineering and the Environment

This Division of Information Technology, Engineering and the Environment is at the cutting edge of teaching, research and knowledge transfer in the areas which are among the most significant to modern society.

Through strong investment in new facilities and recruitment of world-leading teachers, students learn at the forefront of their industry.

Schools

- > Advanced Manufacturing and Mechanical Engineering
- > Computer and Information Science
- > Electrical and Information Engineering
- > Mathematics and Statistics
- > Natural and Built Environments



Research excellence

The Excellence in Research Australia (ERA) initiative recognised the University of South Australia's Division of Information Technology, Engineering and the Environment with world-class rankings for leading research in the areas of: Mathematical Sciences; Pure Mathematics; Applied Mathematics; Chemical Sciences; Physical Chemistry (Including Structural); Environmental Sciences; Environmental Science and Management; Engineering; Chemical Engineering; Civil Engineering; Electrical and Electronic Engineering; Materials Engineering; Resources Engineering and Extractive Metallurgy; and Urban and Regional Planning.

The Division is closely linked with the University's groundbreaking Barbara Hardy Institute, the Mawson Institute, and the Ian Wark Research Institute (The Wark).

Student testimonials

Student testimonials are a useful tool to provide third party endorsements about the University and its programs. The following guidelines should be adhered to when testimonials are included in marketing materials.

1. Required information – student name, program and home country.
2. Photographs – must be appropriate and need to be of high resolution and clearly in focus.
3. Testimonials must reflect the University in a positive manner.

Example:

Yi Bin
China
Master of Social Work (MMSK)



The University of South Australia (UniSA) was an attractive study option for Chinese student Yi Bin as it offers a strong Social Work program, something personally desirable for his chosen career path.

"The Social Work program provides me with a window into the cultures of Australian society, something that is interesting and challenging as a learning experience. Most importantly, I like the art of communication, and based on the program studies I aim to use my intervention and assessment knowledge to listen to the stories of my clients and help them face their issues positively, and with new thinking."

Yi Bin has enjoyed the relaxed learning environment at UniSA and notes the togetherness in workshops of the local and international students.

"UniSA has provided many different, interesting experiences for both my program studies and my overseas life. From the perspective of a student, I'd say that UniSA is an international platform for student learning and growing, with innovation a major feature. The teaching staff promote fun whilst learning and they offer plenty of support – they are professional. Lecturers are always willing to help with assignments and contribute very detailed comments to assist our personal improvement."

The appealing nature of Adelaide and the campus surroundings at Magill have also impressed Yi Bin.

"Magill Campus has a beautiful, natural environment in which students can have fun and relax during their studies. Adelaide is small and cute. There are many large parks with masses of green and beautiful beaches – it's a nice city for healthy living."



Pathways to the University of South Australia

There are a number of alternative pathways for students who do not meet the academic or English language requirements needed to gain direct entry into a UniSA degree program. This information may be included in publications. More detailed information is available from the University of South Australia website or pathway provider websites. Please contact UI if you have any questions about the most appropriate way to promote pathways to the University.

Centre for English Language in the University of South Australia (CELUSA)

Applicants who do not meet the University's English language entry requirements can study at CELUSA. CELUSA specialises in providing high quality Academic English (AE) language preparation programs for international undergraduate and postgraduate students continuing on to study at the University. Students who successfully complete a CELUSA program at an appropriate level will not be required to take the IELTS or other English language test. CELUSA is Adelaide's IELTS test centre.

For academic help

For students who do not meet program entry requirements, it is possible to gain entry into a University of South Australia degree through a pathway program delivered by partner institutions in Adelaide.

The South Australian Institute of Business and Technology (SAIBT)

Students graduate from SAIBT with a fully accredited, higher education qualification, which is recognised by the University of South Australia for advanced standing of up to one full year of credit. In many cases, students may transfer directly into the second year of their chosen program.

SAIBT students study a University of South Australia curriculum on our City East campus, and are taught by lecturers approved by the University. SAIBT prepares students for the transition to university in a supportive study environment that encourages academic success. Small classes ensure personalised teaching and individual attention, and academic and personal support.

Eynesbury Institute of Business and Technology (EIBT)

Eynesbury offers students multiple pathways into university through secondary education, a Foundation Studies Program and Diploma Programs.

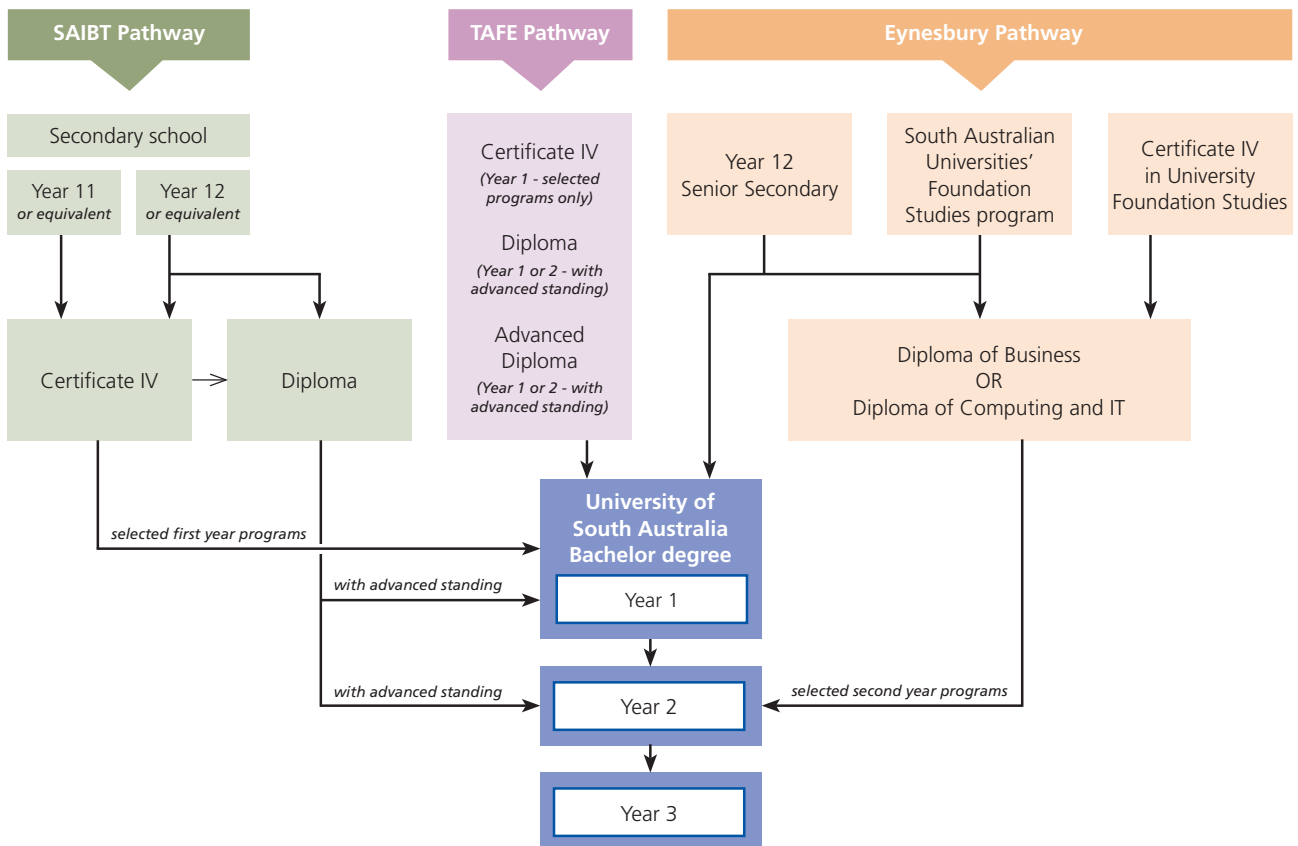


Technical and Further Education (TAFE)

The University of South Australia has more credit transfer and pathways arrangements with Technical and Further Education (TAFE) institutes and Registered Training Organisations than any other South Australian university. Credit is offered for previous study. A Certificate IV, Diploma or Advanced Diploma is accepted for entry into many University of South Australia programs.

The University also recognises some Foundation Studies and English programs delivered by other Australian or overseas institutions. Students who have completed Foundation programs are able to gain entry to bachelor programs on meeting academic and English language requirements.

Alternative admission pathways to a UniSA Bachelor degree





Describing study in the State of South Australia

About Adelaide

Adelaide is the capital city of South Australia – the southern state on the mainland of Australia. Adelaide is an education destination offering the best of city living in a relaxed environment and is recognised for its world-class education system. In 2011, a survey from the Property Council of Australia revealed Adelaide to be Australia’s most liveable city. It was also rated as one of the world’s top 10 ‘most liveable’ cities according to the Economist Intelligence Unit’s Liveability Survey 2010.

When you arrive in Adelaide you will discover a multicultural city with one in four people born overseas. People from around 185 countries have decided to call Adelaide home. So expect to find lots of familiar faces.

You’ll find Adelaide is the perfect size with a population of just over one million people. It is home to a democratic system of government and is tolerant of religious beliefs and practices.

South Australia is known for its rich and diverse economy, producing about 50 per cent of Australia’s wine. It has a vibrant defence and information technology industry, is a major agricultural and horticultural producer, and is home to a successful mining sector.

Affordable living

Adelaide is the most affordable mainland Australian capital city to study in, according to research from the renowned global business intelligence agency, the Economist Intelligence Unit. Figures released in 2010 show the cost of living in Adelaide is 23 per cent cheaper than Sydney and Melbourne; 12 per cent less expensive than Perth; and 11 per cent cheaper than Brisbane.



Style guidelines

The University maintains a set of style guidelines which explain how visual branding should be used on marketing materials. This section outlines the requirements for education agents to follow.

Marketing Policies

The University of South Australia maintains a Code of Practice: Marketing the University, to provide a set of agreed principles for those managing, and those engaged in marketing of the University's activities and services.

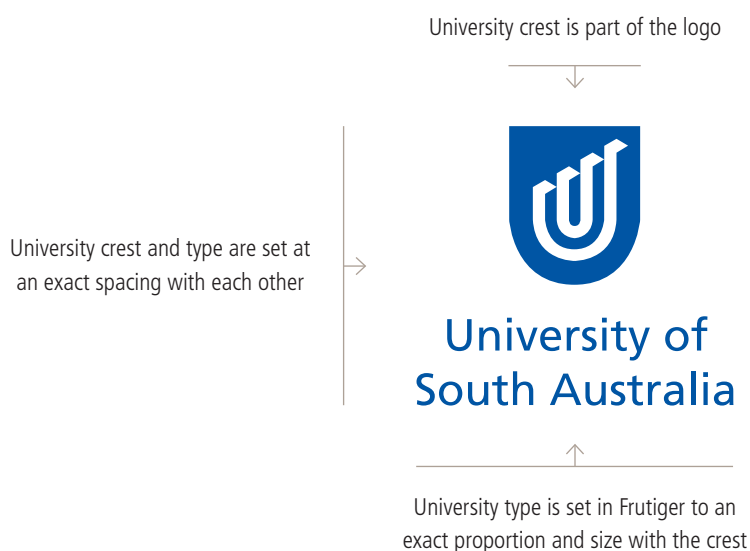
The Code stipulates that all marketing materials shall conform to relevant University of South Australia branding and style guidelines as outlined in the Code.

The complete Code can be found at unisa.edu.au/policies/codes/miscell under the heading *Marketing the University*.

Use of the University logo

A logo is an important branding tool. The University of South Australia logo clearly identifies marketing materials as belonging to the University or one of its partners.

The University of South Australia logo is a registered trademark and its use is subject to approval. The logo can be downloaded for use in University promotional and corporate material only. The full version (as shown below) is approved for international use. To access the logo, visit unisa.edu.au/styleguide/logos





Photographs

The University of South Australia works to ensure the most up-to-date photographic images of the institution are used to promote the University.

Please consult your UI contact regarding the use of appropriate images to promote the university.

Colour

The University of South Australia's corporate colour is Reflex Blue. The logo is printed in Reflex Blue or in white on a Reflex Blue background. Aside from use with the logo, Reflex Blue should be the dominant colour on all marketing material.

PMS Reflex Blue

CMYK: 100%C, 80%M, 0%Y, 0%K

RGB: 0r, 25g, 150b

Hexadecimal: 00 00 99

For one colour (black) printing the logo may be reproduced in black.

Downloading the University of South Australia logo

Visit the links below for the appropriate logo format and detailed downloading instructions.

- > Web only – for use on websites
unisa.edu.au/styleguide/logos/giflogos.asp
- > Press – for use in high quality print or professional desktop publishing software
unisa.edu.au/styleguide/logos/epslogos.asp
- > Other formats – for on-screen or print use with standard desktop applications (eg Word, PowerPoint and Excel)
unisa.edu.au/styleguide/logos/pnglogos.asp

Joint ventures

Where collaborative or joint ventures require more than one logo to be printed, the University of South Australia must be at least equal in size and prominence to other institutions' logos. The University of South Australia logo must not be smaller or less prominent.



Contacts

www.unisa.edu.au/international
international.office@unisa.edu.au

Checklist

Before releasing any marketing material referring to the University of South Australia you must review this checklist. Have you:

- > Included the CRICOS code? – page 6
- > Used the University of South Australia text provided? – page 4
- > Used up-to-date photographs supplied by the University of South Australia? – page 15
- > Followed guidelines for testimonials? – page 10
- > Used the correct colour: Reflex Blue? – page 15
- > Used the logo as approved for international use? – page 14



University of
South Australia