



UCL Academic Manual

Chapter 1: Student Recruitment and Admissions Framework

Annex 1.1.4

## Online Graduate Prospectus and associated materials policies and procedures

*Contact: Communications and Marketing Team:*

*[www.ucl.ac.uk/staff/communications-digital-and-marketing](http://www.ucl.ac.uk/staff/communications-digital-and-marketing) and your Faculty Head of Marketing & Communications*

### Overview

1. In 2020, the Graduate Prospectus became online only, due to the impact of the Covid-19 pandemic. In 2021, we will retain and continue to develop the digital version only, supported by two new printed documents explaining what life is like as an international student at UCL
2. The Prospectus pages target audiences comprise two main groups: current undergraduate students and those from other backgrounds who may be employees, graduate students, researchers, and those seeking a change of career
3. The Prospectus pages convey the ethos, values and atmosphere of UCL (as set out in UCL 2034), making its unique selling proposition and differentiation from other HEIs. It is also perceived as a physical embodiment of institutional values (in which paper, imagery, layout and accessibility contribute to an overall impression of the university).
4. UCL's Prospectus pages are overseen by UCL MarComms and the CAM Digital team, in collaboration with faculties, academic departments and other teams in Professional Services including UCL Access and Admissions.
5. Editorial control of all content, imagery and design is held by MarComms and the CAM Digital team. Responsibility for degree programme content updates, accuracy and compliance with CMA guidance with regard to the application of Consumer Protection Law as it applies to the promotion of degree programmes to prospective students rests with Faculty Marketing teams.
6. The UCL Graduate Prospectus is published online at [www.ucl.ac.uk/graduate](http://www.ucl.ac.uk/graduate) (within the UCL Prospective Students website).

7. Core degree programme content is stored in MarComms' prospectus database, ensuring a single source of information is maintained and can be published concurrently to both print and online editions and other channels where appropriate. Underlying data about degree programmes is drawn from SITS. If a programme is not formally approved by PMAP and published in SITS, it cannot appear in the Graduate Prospectus.
8. Degree programmes are advertised under one subject area; where joint programmes are offered, these are advertised under the admitting department's assigned subject area. Tagging can be used to ensure programmes are listed under alternative headings.
9. Detailed content about UCL's graduate research programmes is given online.
10. All career destination examples used are selected from the 'Destinations of Leavers from Higher Education' survey undertaken by the Higher Education Statistics Agency (HESA) which looks at the destinations of UK and EU students six months after graduation. To ensure currency of information and a wider range of appropriate destinations, the most recent three years of data is used.
11. All alumni quotes are sourced by the Office of the Vice-Provost (Development); where these are used to market a specific programme/department, preference is given to quotes from alumni graduating within the last 10 years.
12. Two new International Study Guides will be produced later in 2021 and will be targeted primarily at prospective PG students.
13. As the online PG Prospectus pages cover the specific detail of courses and entry requirements etc, these guides are intended to focus on wider questions of what it means to be a student in London, and specifically at UCL.
14. The guides are intended primarily for use at international fairs by the Student Recruitment team, once the team is once again able to travel.
15. At time of writing, the exact content and design has not been finalised.

## Additions to UCL's graduate programme portfolio

1. Proposed new graduate taught degree programmes and teacher training programmes are included in UCL's Graduate Prospectus/supplement once formal approval has been given by the Programme and Module Approval Panel (PMAP) - see Chapter 7: Programme and Module Approval and Amendment Framework.
2. To ensure a new postgraduate taught programme or teacher training programme is included in the printed Prospectus, notification of PMAP's approval must be received by 1 June to ensure inclusion in UCL's printed Graduate Prospectus/supplement. For programmes created for September 2022 entry, this is 1 June 2021.
3. In addition:
  - a new graduate degree programme will only be advertised once it has been added to SITS and entry requirements (including English language requirements) have been set and verified by the Head of Graduate Admissions. For the printed Prospectus, these will need to be in place by 1 August;
  - a new teacher training programme will only be advertised once it has been added to SITS and UCAS code, entry requirements (including English

language requirements) have been set and verified by the Head of Undergraduate Admissions. For the printed Prospectus, these will need to be in place by 1 August;

4. Any programmes approved after the 1 June deadline, will be added to UCL's online Graduate Prospectus in its first year of recruitment, once all core programme content (including tuition fees) have been added to SITS.

## Production timetable

1. Prospective graduate students and prospective trainee teachers start researching postgraduate education options at least 12 months prior to the intended start date of a programme. Publication of the Prospectus pages is scheduled to coincide with this 'discovery phase' [the start of the recruitment cycle] and to ensure UCL representatives have up-to-date information to effectively market UCL's offering when attending recruitment events in the UK and overseas.
2. The list of programmes running each year will be drawn from SITS.
3. All academic departments offering new and existing teacher training programmes are contacted by their faculty marketing teams in May to review/update the information held in the SRM prospectus database for the next recruitment cycle.
4. All academic departments offering graduate taught and graduate research degree programmes are contacted by their faculty marketing teams in June to review/update the information held by SR for the next recruitment cycle.
5. Page planning is undertaken in early June to ensure all changes to programme provision are incorporated into the new printed edition.
6. Information provided by academic departments is audited and verified by Faculty Marketing teams for compliance to UCL's house style for student recruitment communications and the Competition and Markets Authority's (CMA) guidance on information provision to prospective students.
7. Imagery is reviewed annually and a process to gather any new imagery will be run in June. Departments may request copies of any new photographs taken for their programmes; these will be supplied after the Prospectus is published. All images supplied are used for a period not exceeding 5 years from the date of image capture.
8. Entry requirements for new and existing graduate taught and research programmes are gathered by UCL Graduate Admissions in July for inclusion in the Graduate Prospectus pages.
9. In accordance with UCL's ethos, the International Study Guides will be printed on an FSC certified 100% recycled uncoated paper or equivalent, if produced in-market.
10. Proofs of the International Study guides will be distributed to senior staff (Director of Access and Admissions, Executive Director of Communications and Marketing, Director of Student Recruitment, Head of Graduate Admissions, Head of MarComms or their designate) for review and comment prior to printing.
11. Tuition fees for graduate programmes and teacher training programmes are obtained from UCL Student Fees for publication in the Prospectus as soon as these have been set by the institution (or other fee setting body).
12. Outside of the above timeline, updates to core degree programme content should be made via SITs and changes will be fed through to the online prospectus.

13. Outside of the above timeline, updates to non-degree programme information such as tuition fees, accommodation fees, funding details can be requested, with details of the required change, to [cam.marcommspublications@ucl.ac.uk](mailto:cam.marcommspublications@ucl.ac.uk).
14. Hard copies of each edition of the former printed prospectuses are held and retained in institution's archive, maintained by the UCL Records Office.