

BAC | User Guide for Marketing Support Pack Products

To support your institute's promotion of its courses and services, BAC have developed a range of easy access free resources to use in marketing activities and promotional campaigns. The items in the Marketing Support Pack have been created for you to use across a range of activities and will help you to gain market differentiation, raise market awareness of your institute and increase awareness amongst stakeholders in the value of your institute gaining BAC accreditation.

BAC BROCHURE

The new BAC brochure gives background information on BAC, BAC accreditation schemes and how providers can work with us. It also explains the value of BAC accreditation and the BAC quality mark which can help your organisation stand out in a competitive market. You may wish to print and distribute this to your stakeholders to raise awareness of your accreditation with us.

PRESENTATION

This presentation provides background information on the BAC story including provider testimonials, details of our schemes and the benefits of accreditation. You have been provided with a full PowerPoint presentation however, you may use whichever slides are relevant to you. This presentation could be used with potential educational partners, for student recruitment events or during student inductions to explain who BAC is. It can also be used to demonstrate that you have been externally assessed by a respected British quality assurance organisation against a set of internationally recognised criteria. Details are also provided on the esteemed BAC quality mark and how BAC only award this to institutes that have met the gold standard.

BRAND GUIDELINES

You have been provided with the BAC Logo and the guidelines providing information on its use on different marketing products. The statement of accreditation explains how it can be used. The Logo and accreditation statement can be given to your marketing team and used for any promotional materials you produce.

BAC LOGOS

These are available for you in the dedicated provider section of the BAC website, more information on accessing this area has been sent to you separately by the BAC accreditation team. The logos are also one of the items included on the branded USB stick which has been sent to you. If you have not received this contact us at info@the-bac.org



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LETTER FOR STUDENTS

BAC has produced a letter for your students which you can utilise to notify them that you are a BAC accredited institution. This means you have the required processes and procedures in place to receive accreditation and the BAC kitemark of quality. This can be used as part of your recruitment or induction activities to demonstrate robust processes and your status as a high quality institution.

LETTER FOR KEY STAKEHOLDERS

BAC has produced a letter for your key stakeholders, such as educational partners, to inform them that your institute has achieved accreditation by meeting the rigorous standards within set inspection areas. You can use this to confirm your status as a legitimate institution and to confirm that you have been externally assessed by a well-respected British organisation against a set of internationally respected quality assurance standards. External accreditation of education providers can be an evidence requirement for some countries and some educational institutions may also identify it as an essential requirement before entering into any collaborative partnerships.

STAKEHOLDER PROMOTIONAL FLYER

This flyer has been designed for you to use at any promotional event or during marketing campaigns where you may wish to promote your BAC external accreditation to stakeholders. The flyer is available electronically or in print format so it can be used in different ways, for example, with current and potential students, with parents during open evenings or with new partners to inform them of who you are accredited by.

NEWSLETTER FEATURE ARTICLE TEMPLATE

BAC produce a monthly newsletter. To support your promotional activity BAC invite you to write a short article to tell our readers about the unique features of your institute. The template provides writing guidance and how to submit your article for consideration by BAC Editorial Group.

HOW TO MAKE THE MOST OF BAC ACCREDITATION

BAC has produced 'How to make the most of your BAC accreditation' to provide advice and guidance on how to maximise the value of accreditation and how your status as a BAC accredited institution can feed into your student recruitment processes and marketing campaigns.