



# MARKETING MATERIALS CHECKLIST

## INTENT

This form is to be completed by the marketing manager in consultation with the training manager. The checklist will help ensure that the marketing is accurate and contains no misleading information. If the response is negative in any area, you will need to correct the non compliance before submission to the CEO for next stage of authorisation.

What is the media type? Brochure <input type="checkbox"/> Flyer <input type="checkbox"/> Website <input type="checkbox"/> Print ad <input type="checkbox"/> Poster <input type="checkbox"/> Other <input type="checkbox"/>		Tick appropriate response		Your Name	Comments
		Yes	No		
1	Is the [insert RTOs legal entity name] included clearly in the marketing material?				
2	Is the CRICOS provider number/s included clearly in the marketing material? Refer to CRICOS Codes Table.				
3	Is the qualification title consistent with: 1. The Scope (VET). 2. The CRICOS register				
4	Is the RTOs name and CRICOS number clearly identified on letterheads and emails used in offer letters to students, promoting courses and/or for other marketing purposes?				
5	Has the qualification content been adequately described?				
6	Are the qualifications registered on CRICOS?				
7	Is the course duration provided and consistent with CRICOS registration?				
8	Is the [RTO] website included to provide students with an opportunity to obtain further information about the college?				
9	Is the English Language requirement of the course/s listed?				
10	Is information provided on Learning & Assessment Methods provided?				
11	Is information on Teaching Resources and Learning Facilities included?				
12	Is the Nationally Recognised Training (NRT) logo displayed with the course code and full title of qualification?				

Tick	Your Name	Comments
------	-----------	----------

