

UCL Academic Manual

Chapter 1: Student Recruitment and Admissions Framework

Annex 1.1.5

Study Abroad at UCL and Summer School publications

Contact: Communications and Marketing Team:

www.ucl.ac.uk/staff/communications-digital-and-marketing/cam-teams-and-contacts

and your Faculty Head of Marketing & Communications

Overview

1. Study Abroad at UCL and the Summer School materials, in their print and online versions, are the principal marketing tools used to promote the study abroad and summer school programmes to prospective students.
2. The target audience comprises students seeking to study at UCL for a period of up to one year in order to gain credit towards the degree they are taking at their host institution in their own country. The target audience for the UCL Summer School comprises enrolled undergraduates and graduates looking for a shorter study abroad experience.
3. The Study Abroad at UCL and Summer School materials convey the ethos, values and atmosphere of UCL (as set out in UCL 2034), providing its unique selling proposition and differentiation from other HEIs. They are 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. The Study Abroad at UCL and Summer School materials are produced by UCL MarComms in collaboration with academic departments, faculties and other teams in Professional Services.
5. Editorial control of all content, imagery and design is held by MarComms.
6. The online version of Study Abroad at UCL is published at www.ucl.ac.uk/sag (within the Prospective Students website). The online version of the UCL Summer School content is published at

7. Core programme content is held in a central database, ensuring a single source of information is maintained and can be published concurrently to both print and online editions.
8. The impact of Brexit on studying abroad within the EU is yet to be fully understood across the HE sector. The Head of Study Abroad and associated teams/departments are continuing to respond to this and update with any changes required.

A full redesign of both publications is scheduled to be undertaken every five years. This is informed by market research undertaken with the target audience as well as the opinions of key stakeholders.

9. The impact of Brexit on studying abroad within the EU is yet to be fully understood across the HE sector. The Head of Study Abroad and associated teams/departments are continuing to respond to this and update with any changes required.

9.

9. Proofs of Study Abroad at UCL are distributed to senior staff (Director of Communications & Marketing, Director of Access & Admissions, Director of Student Recruitment, Liaison and Recruitment Manager, Design and Communications Manager or their designate) in August for review and comment prior to printing.
9. Outside of the above timeline, updates to core programme content can be requested, with details of the required change, to sag-updates@ucl.ac.uk
10. When the new online version of Study Abroad at UCL is published, the previous versions remains online at www.ucl.ac.uk/sag until the start of the academic year/term to which it relates.
11. Hard copies of each edition of the printed Study Abroad at UCL are held and retained in