

Title
**Global Policy —
Marketing, Advertising, and Promotion
of Cambrian College Programs**

Effective Date
December 2, 2009

Replaces

Policy

This Policy governs the marketing, advertising, and promotion of Cambrian College programs. It applies to all marketing relating to Cambrian programs, whether undertaken directly by the College or indirectly by persons or entities acting on the College's behalf or in partnership or other arrangement with the College.

The Policy reinforces Cambrian College standards and practices and supports Ministry of Training, College and Universities expectations with respect to transparency, accuracy, and alignment with Ministry advertising and marketing guidelines (Framework for Programs of Instruction - Revised April 2009).

The Policy applies to all forms of marketing, advertising, and promotion, including, but not limited to, the following:

- Verbal delivery of program information/promotion whether to individuals or to groups of individuals.
- Written program information/promotion whether in "official" College materials or materials written and disseminated by College personnel or entities or persons or entities acting on the College's behalf or in partnership or other arrangement with the College.
- Visual representation of a program and/or related career field/s.
- Program information/promotion housed on the Cambrian College website, including School/Department homepages, and on the websites of those persons or entities acting on the College's behalf or in partnership or other arrangement with the College.
- Program information/promotion disseminated through electronic media/means (e.g., radio, television, facsimile, email, PowerPoint, mobile devices, websites, etc.).

Strict adherence to this Policy and to the following corresponding College guidelines/policies/procedures is required:

- *Cambrian College Brand, media and community relations, communication, advertising, and production/publishing*
- *Website Policy and Procedures*
- *College Communication Vehicles*

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Accuracy and Clarity

1. Advertising, marketing, and promotion must not contain/convey inaccurate or deceptive claims, statements, illustrations or representations, either direct or implied, with regard to a program.

Note: In assessing the truthfulness and accuracy of a message, the concern is not with the intent of the sender or precise legality of the presentation. Rather, the focus is on the message as received or perceived; e.g., the general impression conveyed by the advertising or marketing.

2. Advertising, marketing, and promotion must not omit relevant information in a manner that, in the result, is deceptive.
3. All pertinent details of a program, including abilities required to complete the program, must be clearly and understandably stated.
4. Disclaimers and asterisked or footnoted information must not contradict more prominent aspects of the message and should be located and presented in such a manner as to be clearly visible and/or audible.
5. All advertising, marketing promotional claims and representations must be supportable both in principle and practice.

Note: Supporting information must be kept on file and readily available for review.

Program Costs

No advertising or marketing will include/convey deceptive claims regarding program costs.

Guarantees

No advertising, marketing or promotion will offer a guarantee of employment, employment opportunities or job placement, unless such guarantees can be verified.

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Testimonial Advertising

Testimonials, endorsements or representations of opinion or preference, must reflect the genuine, reasonably current opinion of the individual(s), group or organization making such representations, and must be based upon adequate information about or experience with the program being advertised, and must not otherwise be deceptive.

Programs offered through partnerships or through other arrangements with other postsecondary education institutions

Information/promotion regarding programs that are offered in partnership with or through other arrangements with other postsecondary education institutions must clearly indicate the nature of these partnerships or arrangements on all communications.

Limitations on advertising and marketing of college programs

As per Ministry of Training, College and Universities directives (Framework for Programs of Instruction - Revised April 2009):

1. Ministry-funded programs.

A program for which a college is seeking funding from the Ministry may not be advertised in advance of that funding approval, nor may students be accepted into an unapproved program. (Note: This does not pertain to College-funded programs.)

2. Program recognition by voluntary external bodies or program accreditation.

A college may seek to have a program recognized by a voluntary external body or accredited. If a college does seek such accreditation or recognition, the college will not communicate or advertise, directly or indirectly, with respect to such accreditation or recognition unless the program has been formally accredited or recognized by the body and such accreditation or recognition remains in good standing.

Note: For the purpose of this directive, a voluntary external body is an accrediting body or other body which has no legislative authority to require program accreditation or recognition, whether as a condition of graduate employment or membership in the body.