



MARKETING AND ADVERTISING POLICY

Policy review area	Marketing
Lead manager	Head of Administrative Operations
Approval level	Senior Management Team
Start date	March 2022
Review cycle	1 year
Next review	March 2026

MARKETING AND ADVERTISING

1. Acquire Learning College is committed to providing quality training and assessment and as such, is required to have ethical marketing and advertising processes in place.
2. Acquire Learning College advertises its training and assessment products and services to the general public and relevant industry stakeholders using a variety of media, as is deemed appropriate for the audience and industry climate at the time, ensuring that:
 - a. it conducts ethical marketing and advertising of training and assessment products and services
 - b. marketing processes provide an accurate customer perception on the range and quality of services it offers
 - c. marketing material is accurate and approved by the Director of Business Development of Acquire Learning College
 - d. written permission is obtained from any person or organisation for use of any marketing or advertising material, which refers to that person or organisation, and will abide by any conditions of that permission
 - e. representation to prospective clients training products and services that lead to qualifications units of accreditation is accurate, and ensure that advertised outcomes are consistent with these qualifications
 - f. qualifications will only be advertised if they are included in the scope of registration and will not state or imply that services are within the scope if they are not
 - g. ensure that all marketing and advertising materials identify training and assessment services leading to qualification and/or units of accreditation separately from any other training/assessment services
 - h. ensure the use of the Nationally Recognised logos on advertisements are in accordance with each individual awarding body guidelines.

The Head of Administrative Operations of Acquire Learning College, through the Marketing Function, will develop:

- a. a marketing strategy as part of its Business Plan every 12 months
- b. marketing and advertising templates for the various marketing and advertising strategies
- c. marketing materials in accordance with advertising templates.

The CEO and Principal of Acquire Learning College will review and approve all marketing materials prior to release. A copy of the authorisation checklist and approved marketing materials will be stored in an electronic Marketing and Advertising folder. Marketing and advertising materials will only be sent for printing after proofreading.