

**Performance
English**

Career Success through Communication



Ethical Marketing Policy & Procedures As At August 2008

Private and Confidential

Performance English Ethical Marketing Policy

Introduction

The following Code of Conduct for Marketing and Advertising applies to all staff and representatives of Performance English for all of its courses.

General Code

The marketing of education services of Performance English should be consistent with the academic standards of the organisation and the safeguarding of the interests of all students.

Performance English and its training products and services should be promoted accurately and honestly in terms of its quality, its standing and the availability of its educational services.

Performance English should acknowledge the need for good practice to ensure fairness in the marketing of educational services with regard to:

- Interests of all students
- Perceived quality of its courses
- Cultural and educational relationships with companies and students

Performance English should recognise its ongoing responsibilities for the education and welfare of its students. The organisation should ensure that the academic programs, support services and social environment offered to students will encourage them to have a positive attitude toward their studies and learning outcomes before, during and on conclusion of the course.

Performance English should establish a professional infrastructure to deal with all student enquiries in a customer focussed, efficient and honest way.

Performance English should provide all prospective students with accurate and comprehensive information on the institution, on admission requirements and procedures.

Performance English should select its staff and they should be:

- Patient, sympathetic and clear
- Sensitive to cultural differences
- Knowledgeable, experienced and competent in the administration of student policy and in face to face dealing with students

Marketing Approval Process

Performance English Marketing Material must be accurate and approved by the CEO of Performance English.

Performance English must obtain written permission from any person or organisation for use of any marketing material that refers to that person or organisation and must abide by any conditions of that permission.

AQTF Standards

Performance English must represent its organisation, courses and academic standard accurately and honestly to all clients in its advertising. The advertised outcomes of training products that lead to AQF qualifications or Statements of Attainment should be consistent with these qualifications as established in the AQTF.

Performance English should advertise AQF qualifications only if they are included in the scope of registration and must not state or imply that services are within the scope, if they are not.

Performance English should clearly identify training and assessment services leading to AQF qualifications and/or Statements of Attainment separately from any other training/assessment services offered by the organisation.