International Student Marketing Agent
Marketing & Sales:
Accuracy of Marketing and Promotions Material 12-1013:

**Purpose of Policy:**

To ensure accurate and ethical marketing strategies and materials are developed and used by International Marketing Agents, which in turn will enhance the standing and acceptance of Hospitality Training Australia (HTA) marketing strategies within the wider Vocational Education and Training (VET) system. This policy covers printed marketing and advertising material as well as HTAs Website.

This policy and the development of all International Marketing Agents is in line with HTAs marketing material. HTA follows Standard 12 ‘Ethical marketing and advertising’ which requires that HTA’s marketing and advertising of training and assessment products and services is ethical.

**Accuracy of Marketing and Promotional Material:**

International Marketing Agents marketing and promotional material must -

- only indicate outcomes which are appropriate to the qualification
- contain no misleading information
- only promote courses/qualifications as ‘Accredited’ which are listed on HTA’s Scope of Registration
- use the correct nomenclature for units of competence and national course codes
- include HTA’s provider number.

**Other Training Services:**

When developing Marketing material International Marketing Agents designers must ensure that other training and assessment services, offered from time to time by HTA, are promoted.

**Approval of Marketing Material:**

All marketing material must be –

- approved by the CEO and
- be recorded in the Document Log - 4-3002 Version Control Log

**Client Interviews:**
Hospitality Training Australia and its representatives must conduct interviews with clients ethically to ensure accurate and appropriate dissemination of information.

Policy Authorisation:

Responsibility: C.E.O.
Confirmation Date: 16/08/07 Signed: ...................................................
Version No: 2

Hard Copy
Policy and Procedure Manual
Marketing Manual

Electronic Record:
Computer AF00032 – Machine 3
E:\Policies & Procedures\AQTF Standard 12 Ethical Marketing\12-1000
Policy\12-1002 Marketing Material.doc

Links: 12-1001, 12-1002, 12-3001