



Policy Title:	Advertising Policy
Policy Number:	3003

1. Policy Statement

The advertising policy regulates the University's approach to communicating directly with key audiences through paid and unpaid messages.

St. Matthew's University (SMU) will only make use of the term "university" or any derivation or abbreviation of the word in advertising in a way consistent with the Ministerial consent. Promotional materials and other materials, in any media, that relate to programs offered under Ministerial consent will include the following statement:

"This institution has been granted consent by the Minister of Training, Colleges and Universities to offer this program for a [# year] term starting [month/day/year].

Prospective students are responsible for satisfying themselves that the program and the degree will be appropriate to their needs (e.g., acceptable to potential employers, professional licensing bodies or other educational institutions.)"

The University's President or designate will be responsible for establishing processes to ensure the continuing accuracy and completeness of the institution's public reports, materials, and advertising and the key information about the organization and determining that it is readily available to potential and current students.

Advertising Standards:

- Advertising must provide a clear and accurate representation of the University's programs, services, and policies and must not contain any statement that misleads or is likely to mislead a prospective student or the public.
- Advertising must not guarantee admission to, or successful completion of, a program offered by the institution or guarantee that a prospective International Student will receive a Study Permit to attend a program offered by the institution.
- Advertising must conform to applicable guidelines established by the Canadian Code of Advertising Standards.
- Advertising must comply with any terms and conditions of the University's Consent under the Post-Secondary Education Choice and Excellence Act regarding advertising
- The university must be identified by the use of the official wordmark in all advertisements placed by the university. All graphic elements included in any advertising must conform to the standards of the university's brand guidelines.
- Advertising must meet professional standards of quality in design and content.
- Advertising must appear in media appropriate to intended audiences.

2. Purpose

The University has a responsibility to disseminate accurate information regarding programs and offerings to current and prospective students and the public.

3. Scope

This policy applies to advertising and recruitment materials and references, in all physical, electronic, and virtual spaces or campuses and facilities, including intranet, internet, and websites, and any product or information piece produced by the University or its affiliates.

This policy applies to all types of sponsored content and traditional advertising including social media ads, out of home display ads, conference program ads, traditional print ads and digital banner and sponsored content ads.

4. Responsibility

All SMU advertising, marketing or recruitment materials must be approved by the University President or designate