



STRATWORTH
UNIVERSITY

Responsible Marketing Practice Policy

1. Policy Statement

Stratworth University is committed to conducting all marketing activities in a responsible, ethical, and legal manner. This policy outlines the principles and procedures that will guide our marketing efforts, ensuring they align with our institutional values and contribute positively to the communities we serve.

2. Principles of Responsible Marketing

To ensure our marketing practices are ethical and sustainable, we adhere to the following principles:

- *Truthfulness and Transparency:* All marketing communications must be truthful, accurate, and transparent. Avoid misleading or deceptive claims.
- *Fairness and Honesty:* Market our offerings fairly and honestly, without exploiting vulnerabilities or making false promises.
- *Respect for Privacy:* Adhere to data protection regulations and respect the privacy of individuals.
- *Social Responsibility:* Consider the social and environmental impact of our marketing activities.
- *Compliance with Laws and Regulations:* Ensure all marketing efforts comply with relevant local, national, and international laws and regulations.

- *Consumer Protection:* Protect consumers from unfair or harmful marketing practices.
- *Ethical Standards:* Uphold the highest ethical standards in all marketing communications.

3. Procedures for Responsible Marketing

To ensure our marketing activities align with our principles, we have established the following procedures:

3.1 Marketing Material Development and Approval

- *Content Review:* All marketing materials must be reviewed and approved by designated individuals to ensure compliance with this policy.
- *Accuracy and Truthfulness:* Verify the accuracy of all claims and statistics.
- *Fairness and Honesty:* Avoid making exaggerated or misleading claims.
- *Target Audience Appropriateness:* Ensure marketing materials are suitable for the intended target audience.
- *Legal and Regulatory Compliance:* Confirm adherence to all relevant laws and regulations.

3.2 Digital Marketing

To ensure our digital marketing efforts are responsible, we will follow these guidelines:

- *Website Content:* Maintain accurate and up-to-date information on the university website.
- *Social Media:* Use social media responsibly, engaging with audiences in a positive and respectful manner.
- *Email Marketing:* Obtain explicit consent for email communications and adhere to anti-spam regulations.
- *Online Advertising:* Ensure online advertising is truthful, non-deceptive, and complies with relevant regulations.

3.3 Traditional Marketing

To ensure our traditional marketing efforts are responsible, we will follow these guidelines:

- *Print Materials:* Design print materials that are accurate, informative, and visually appealing.
- *Direct Mail:* Obtain explicit consent for direct mail communications and comply with postal regulations.
- *Telemarketing:* Adhere to telemarketing regulations and avoid unsolicited calls.

3.4 Event Marketing

To ensure our event marketing efforts are responsible, we will follow these guidelines:

- *Ethical Event Planning*: Plan and execute events ethically, avoiding practices that could be perceived as exploitative or harmful.
- *Sponsorship and Partnerships*: Select partners and sponsors that align with the university's values and mission.

4. Monitoring and Enforcement

To ensure ongoing compliance with this policy, we will implement the following monitoring and enforcement procedures:

- *Regular Reviews*: Conduct regular reviews of marketing activities to assess compliance with this policy.
- *Reporting Mechanisms*: Establish a process for reporting any concerns or violations of this policy.
- *Disciplinary Action*: Implement appropriate disciplinary action for individuals who fail to comply with this policy.

5. Training and Awareness

To ensure all staff are aware of and understand this policy, we will implement the following training and awareness initiatives:

- *Marketing Team Training*: Provide regular training to the marketing team on this policy and relevant regulations.
- *Awareness Campaigns*: Raise awareness of responsible marketing practices among all staff.

By adhering to this Responsible Marketing Policy and Procedure, Stratworth University aims to build trust, enhance its reputation, and contribute positively to the communities it serves.

This policy has been reviewed, approved & authorized by:

Name: Prof. Dr. Lawrence Emeagwali

Position: Company Director

Date: December, 2024

Policy Review Date: December, 2027