



Australian Alpine Training Institute

## **Marketing & Advertising Procedures**

### **Objective**

The staff member must establish a register to record:

- ◆ The CEO assigns a member of staff to ensure the accuracy and approve all marketing/advertising material of training and assessment materials and services developed by the RTO
- ◆ The staff member must ensure prior written permission from any person or organisation for use of any marketing or advertising material, which refers to that person or organisation and must abide by any conditions of that permission.
- ◆ The staff member check that any advertisements of assessment/training services leading to AQF qualifications or statements is easily distinguishable to any other training and assessment services offered by the RTO prior to approving placement of the advertisement.
- ◆ The RTO must advertise AQF qualifications only if they are included in the RTO's Scope of Registration.

### **References:**

<i>E.docs</i>	<i>Form EM</i>	<i>Ethical Marketing &amp; Advertising</i>
	<i>Form EMP</i>	<i>Ethical Marketing &amp; Pricing</i>
	<i>Form EM</i>	<i>Marketing Package</i>
	<i>Form EMAPR</i>	<i>Ethical Marketing and Advertising Permission Register</i>