

Marketing and Promotion Policy

POLICY NO.	GC-POL-21
EFFECTIVE DATE (THIS REVISION)	September 8, 2026
ORIGINAL ADOPTION	September 8, 2026 (new policy)
NEXT SCHEDULED REVIEW	September 2027
APPLIES TO	All prospective students; all marketing, advertising, and recruitment activity
RESPONSIBLE OFFICE	Director of Operations
REGULATORY BASIS	EQA Policy and Procedures Manual; EQA Code of Practice (international students) s.2.1; Private Training Act (PTA); Private Training Regulation; PTIRU Policy Manual s.3.2.1, 3.2.5 (undue pressure)
INSTITUTION	Guildford College PTIRU Institution No. 04470

1. Purpose

This policy ensures all Guildford College marketing and promotional activity — including materials aimed at prospective international students — is clear, sufficient, and accurate, consistent with the EQA Code of Practice.

2. Institution Requirement

Marketing and promotion to prospective students must include clear, sufficient, and accurate information about the College, the student experience, and career prospects after program completion. At minimum, this includes factual information on living costs, housing costs, availability of suitable accommodation, tenancy rights in British Columbia, and whether the College and the program of interest are eligible for the federal Post-Graduation Work Permit (PGWP) Program.

3. Standards for Content

- Provide accurate Classification of Instructional Program (CIP) codes where relevant to PGWP field-of-study eligibility.
- Provide timely information on admission requirements (including language proficiency and credential assessment), services and supports, study and living costs, accommodation and transportation, and instruction, staffing, and facilities.
- Ensure information is reviewed regularly to remain current and reflects any federal or provincial policy change.
- Ensure content is written in plain language and, where practical, offered in languages understood by prospective international students.

4. Prohibited Practices

- Making unrealistic or inaccurate claims about outcomes, employment, or immigration pathways.

- Providing false or misleading information about the study experience, costs, or a student's eligibility to work or access immigration programs.
- Providing outdated information on the College's website or in print materials.
- Advertising, or making a representation, that exerts undue pressure on a person to enrol in a program — including persistent phone calling or emailing, promises that cannot be kept, inaccurate statements about how full a program is or enrolment deadlines, shaming a prospective student who is undecided, or not giving a prospective student sufficient time to review the enrolment contract and its terms before signing.
- Using stock images or other material that gives a false or misleading impression of the College, including images that suggest facilities, programs, or experiences the College does not offer.

5. Review and Accountability

The Director of Operations reviews all public-facing marketing materials, including the College's website, at least annually and whenever a material program, fee, or policy change occurs, to confirm continued accuracy.

Approved by: Firas Haddad
President & Senior Educational Administrator, Guildford College