

## **APPROVAL OF MARKETING AND COLLATERAL POLICY**

### **SBS Swiss Business School, RAK Campus**

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## 1. Introduction

SBS Swiss Business School, RAK Campus, is committed to maintaining transparency, accuracy, and social responsibility in all marketing and advertising activities. This policy provides clear guidelines for the approval and dissemination of promotional materials, ensuring compliance with the Ras Al Khaimah - Department of Knowledge regulations and UAE laws.

## 2. Purpose

The purpose of this policy is to:

- Ensure that all marketing and advertising materials produced by Main Campus and SBS Swiss Business School, RAK Campus, receive prior approval from RAK - DOK.
- Maintain accuracy, transparency, and adherence to Main Campus Requirement, RAK – DOK and UAE regulations in promotional activities.
- Align all promotional materials with the Main Campus Requirement, SBS Swiss Business School – RAK Campus ethical standards and the broader goals of RAK’s educational sector.

## 3. Scope of Application

This policy applies to all marketing, promotional, and advertising activities carried out by SBS Swiss Business School, RAK Campus, including but not limited to:

- Print materials such as brochures, flyers, and posters.
- Digital and social media campaigns.
- Advertisements on television, radio, and online platforms.
- Event promotions and public relations materials.
- Any multimedia content intended for public dissemination.

## 4. Policy Statement

SBS Swiss Business School, RAK Campus, has implemented the following measures to ensure compliance with marketing and advertising standards:

- All marketing materials must be submitted to RAK DOK for review and approval before publication.
- Content must adhere to the Main Campus requirement and RAK DOK Guidelines for Advertising and Marketing Materials.

- Promotional materials must comply with Main Campus Requirement, RAK – DOK and UAE laws regarding advertising, consumer protection, and educational integrity.
- Information presented in advertisements must be factual, transparent, and socially responsible.

## **5. Annual Review**

This policy will be reviewed accordingly by SBS Swiss Business School, RAK Campus, to adapt to evolving marketing trends, and ensure alignment with updated regulations.

## **6. Contact Information**

For any inquiries regarding this policy, please contact: [info@sbs-uae.org](mailto:info@sbs-uae.org)

## **7. Conclusion**

By enforcing this policy, Main Campus and SBS Swiss Business School, RAK Campus, ensures that all marketing and promotional activities align with regulatory requirements and best practices. Adhering to these standards is essential for maintaining the institution credibility, integrity and commitment to providing accurate information to students and the wider community.

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