Responsible Marketing Procedure

Honest and responsible promotion of our programmes

Document code	BU-POL-MKT-01	**Version**	2.0
Effective date	17 November 2026	**Next review**	17 November 2027
Document owner	Admissions Office	**Approved by**	Dean, Berkshire University
Status	Approved for use	**Applies to**	All learners, staff, agents and contractors

1. Purpose and scope

This procedure sets out how Berkshire University promotes itself honestly and responsibly. It applies to everything produced by or for the University: website, social media, email, messaging, video, events, brochures, advertisements, influencer or affiliate content, material created or edited with AI, and the work of authorised agents and partners.

Jurisdiction and interpretation

Berkshire University is a United States institution (Colorado) that delivers online education to learners in many countries. This document applies to every learner wherever they live. Where it refers to UK or EU law, that law is the standard we follow as good practice; it does not claim UK registration, UK regulatory status or UK degree-awarding powers. Where the law of a learner's country gives stronger rights, those rights prevail.

2. Roles

Role	Responsibility in this document
Dean	Accountable officer for this policy. Approves it, decides final-stage cases that the Dean was not involved in, and holds any role below that has not yet been separately assigned.
Admissions Office	First contact for enquiries and enrolment; owns marketing consent and the claims register for marketing.
Academic Quality Lead	Oversees assessment standards, internal verification, course review and learner feedback. Appointed by the Dean (the Dean acts until an appointment is made).

3. Principles

Our marketing is honest, clear, fair, legal and respectful. We never mislead, we make it easy to make an informed choice, and we avoid anything that exploits fear, urgency or a learner's vulnerability. We avoid aggressive or violent themes and offensive or discriminatory content, and never advertise in a way that could cause harm to a child or on sites with extremist or explicit content.

4. Rules for specific claims

Claim	Rule	Evidence required
Accreditation, approval or recognition	Name a body only when we hold current written evidence from that body. State exactly what is covered (for example institution or programme), and for how long. Never imply government recognition, equivalence or employer acceptance that we cannot show.	Letter, certificate or register entry, kept in the claims register
Our status	Describe ourselves accurately as a US institution. Do not claim UK registration, UK regulation or UK degree-awarding powers.	Legal status statement approved by the Dean
Certificates and awards	Describe the award as a Berkshire University award. Say that recognition by employers, authorities and ministries differs by country and that the learner should check with the body that matters to them.	Programme descriptions
Outcomes	No guarantee of a job, promotion, salary, visa or recognition.	None may be promised

Claim	Rule	Evidence required
Experience-based assessment	Explain honestly how experience is assessed and that evidence must be provided and may not be enough.	Admissions guidance
Prices and terms	Show the full cost, instalment terms, refund terms and any extra fees before payment.	Current price list
Speed and duration	Give typical timescales, not best cases. Use “as little as” only where it is typical.	Completion data
Statistics and rankings	State the source and date.	Source kept
Testimonials	Real, current, with consent, and any reward disclosed. AI-generated or illustrative images of people are labelled.	Consent record
Offers and deadlines	Only genuine limited offers with real end dates.	Offer record

5. Approval, checking and correction

- New or changed marketing material is approved before use by the Admissions Office for content and by the Academic Quality Lead for any academic claim. The approval is recorded.
- The Admissions Office keeps a **claims register** of every claim of accreditation, recognition, statistics and outcomes, with its evidence and expiry date, and checks it every quarter.
- Errors are corrected within 2 working days of discovery. A seriously misleading item is withdrawn within 24 hours.
- Spot checks of live material and agent channels are carried out every month.

6. Agents and partners

Authorised agents and partners act under a written agreement that requires them to follow this procedure, use only approved claims and materials, handle personal data as the Data Protection Policy requires, and cooperate with checks. We train them and monitor their channels. Breaches may lead to corrective action or termination. We act against unauthorised use of our name or brand.

7. Laws and codes

We follow the advertising, consumer protection, electronic marketing and anti-spam laws and codes that apply to each audience we market to, including US federal and state law, and the UK and EU rules where we promote to those audiences.

8. Marketing data and consent

The Admissions Office is responsible for obtaining and recording consent for marketing under the Data Protection Policy, and for honouring unsubscribe and opt-out requests promptly.

9. Complaints and review

Anyone may report a concern about our marketing to info@berkshireunv.us. It is handled under the Complaints Policy. The Academic Quality Lead reports to the Dean each year on claims checks, corrections and complaints.

10. Related documents

Data Protection Policy · Complaints Policy · Equal Opportunities Learners Charter.

11. Approval and review

This document was approved by the Dean of Berkshire University. It is reviewed at least once a year, and sooner if the law, our accreditation context or a serious incident requires it. The Academic Quality Lead keeps the change log.

Name	Mohammed Khalaf
Position	Dean, Berkshire University
Date	17 November 2026

Signature	
Next review date	17 November 2027

Change log: Version 2.0, 17 November 2026. Full revision following an external governance review (jurisdiction statement, unified roles, fair timelines, online-learning provisions, document control).