

Advertising Standards

Rationale

Advertising adheres to an established set of standards and a complaint process is in place to ensure that the messages conveyed through advertising are respectful and factually accurate.

Definitions

Advertising includes the promotion of all of SAMU's programs, services, and events, as well as advertisements created by external groups, but which appear in SAMU media.

The **Canadian Code of Advertising Standards** is a document published by Advertising Standards Canada which "sets the criteria for acceptable advertising and forms the basis upon which advertising is evaluated in response to consumer, advertiser, or special interest group complaints" (Advertising Standards Canada [ASC], 2013).

Speak Up! is a form offered by SAMU that allows its members to provide feedback and suggestions on all things related to their experiences with SAMU or MacEwan University.

Expectations

1 Advertising adheres to the guidelines set out in *The Canadian Code of Advertising Standards*, with the exception of its *Consumer Complaint Procedure*.

2 The *Speak Up!* form is available for SAMU members wishing to voice a complaint about any of the advertising appearing in SAMU media.

2.1 The Vice-President Student Life and, if necessary, the Director of Marketing and Communications, communicate with SAMU members who have submitted a completed *Speak Up!* form in complaint of any of the advertising appearing in SAMU media. This communication occurs within one week of the submission to attempt to resolve the issue.



Fact Sheet

Approvals:

First Approval – February 26, 2014

Last Approval –

Review By: November 23, 2016

Source and Updates:

February 26, 2014 – *Advertising Standards* approved by Executive Committee motion E2014-02-26-3 upon the recommendation of the Procedure Review Ad Hoc Committee.

Related Documents: