

Marketing Agent Code of Conduct

A marketing agent of London College of Business (LCB) is expected to uphold the colleges values at all times. Agents are often the first contact that students have with the college, so it is important that they are given accurate information. In particular, the following applies:

- 1) No Agent will tell or imply to a student or applicant that they are employed staff of the college. They should inform the student or applicant that they are an agent with permission to promote the course in question.
- 2) The agent will not have any personalised literature, cards, websites, brochures or the like, which imply that the agent is an employee of LCB.
- 3) All marketing materials that the agent uses must be approved in writing by LCB before distribution.
- 4) The Agent shall not make any false claim or statement about the college or its courses.
- 5) The agent shall not offer careers, financial or visa advice, unless authorised to do so by the relevant authority in the area in which they operate.
- 6) The agent shall direct students to the college staff or its website for answers to questions about anything other than basic course details.
- 7) The agent will not handle any of the student's or applicant's money at any time.
- 8) Any breach of the above rules will result in a penalty and maybe the agreement between the college and the agent will be revoked.