

# CMTN International Marketing Guidelines

- updated January 15, 2025

## Notice:

Any marketing materials—whether print or digital—that include the Coast Mountain College (CMTN) logo or name **MUST be reviewed and approved** by one of the following CMTN staff members prior to publication:

- Marketing Officer
- Marketing/Communications Coordinator
- International Student Recruitment Coordinator
- Manager, Marketing and Communications
- Manager of Student Recruitment
- Executive Director, External Relations

The review process will follow this checklist to ensure compliance with the following:

- ✓ Accuracy of Messaging:
  - Promotional materials must not promise or imply guarantees about permanent residency in Canada or post-graduate work permits, whether explicitly or implicitly.
- ✓ Photography and Imagery:
  - Use authentic and current photographs that represent CMTN campuses, activities, and communities.
  - Avoid images of locations not associated with CMTN, such as Vancouver or Toronto.
  - Do not use generic “university” buildings or stock photography.
- ✓ Agent Representation:
  - Partnered agents and their employees must not present themselves as employees of CMTN. It should be clear which organization is hosting the recruitment events or fairs.
  - For instance, avoid placing the CMTN logo alongside an agent’s photo or name, as this may create confusion about their affiliation.

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- ✓ Terminology:
  - Use accurate language and information in promotional materials to avoid misleading prospective students about their rights or opportunities in Canada.
    - Acceptable phrases: “Study in Canada,” “Experience Canadian culture while earning your credential.” Statements such as these emphasize the cultural and academic experience without making promises about post-graduation benefits.
    - Avoid: “Live in Canada,” as it may create misunderstandings.
  
- ✓ Regional Marketing:
  - Marketing efforts should be limited to regions or countries specified in the agent’s contract. Confirm accuracy with the International Recruitment Department, if necessary.
  
- ✓ Information Accuracy:
  - Ensure all details provided are current, accurate, and complete, including entry requirements and institutional policies.
  - Where possible, use QR codes or links to direct students to the official CMTN website for evolving details rather than listing information that may quickly become outdated.
  
- ✓ Avoid Misleading Claims:
  - Remove or revise any exaggerated or ambiguous statements that could confuse or mislead prospective students.
    - Avoid: “Your gateway to Canadian citizenship.” This suggests a direct link between studying at CMTN and obtaining citizenship.
    - Avoid: “Study at a world-class campus in Canada’s most vibrant cities.” CMTN is not located in a major metropolitan city like Vancouver or Toronto, which could mislead prospective students.

By adhering to these guidelines, we ensure consistency, accuracy, and integrity in all Coast Mountain College marketing initiatives.