

Responsible Marketing Procedure

Version 1.0 · Effective September 2026 · Next review September 2027

Introduction

The aim of this procedure is to provide clear guidance on how Masar University markets itself responsibly. We are committed to delivering high-quality teaching and learning, along with excellent service to learners and other stakeholders. This extends to ensuring that our courses are marketed in a way that is fair, transparent, lawful and reflective of the communities we serve.

We also require our partners and agents to meet these standards and not to make unsubstantiated claims. Any data or statistics used in marketing must be verified, and their sources stated so that prospective learners know where they come from.

We review our marketing communications regularly to ensure that they are aligned with these principles and with good industry practice.

Scope

This procedure applies to all marketing communications produced by or on behalf of Masar University, including those for its CPD courses and professional training. "Marketing" means the advertising and promotion of our courses and services in all media, including the website, social media, digital and online advertising, email, printed materials, events, sponsorship and public relations.

Core principles

Our marketing communications will be honest, transparent, truthful, lawful and respectful. In addition, we commit to:

- never mislead prospective or current learners;
- always be fair and transparent when promoting our courses, so that people can make informed choices, including clear information about fees, duration, the fully online mode of delivery, entry requirements and any certification or recognition a course carries;
- offer impartial advice and guidance, in line with our duty of care to prospective learners;
- describe a course as certified, accredited or recognised only where that status is current and can be evidenced, and use the marks of certifying bodies only as they permit;

- be legal, ethical and truthful, and conform to accepted principles of fair competition and good business practice;
- comply with the applicable laws and regulations of the countries in which we market;
- avoid themes associated with aggression, anti-social behaviour or violence;
- avoid any derogatory, defamatory or offensive statements or imagery, in particular in relation to race, gender, nationality, religion or political views;
- seek to prevent any unauthorised marketing that uses the Masar University name or brand;
- never knowingly advertise in media or on websites that contain extremist views or explicit content;
- never advertise in a way that could cause mental, physical or moral harm to a child;
- send marketing messages only to people who have consented to receive them, and honour every request to unsubscribe, in line with the Data Protection Policy.

Compliance

All new marketing staff and key agency personnel are briefed on these core principles, which are reviewed regularly. Refresher training is available when needed.

The Marketing Department, and any third-party agency acting for it, supported by academic, technical and communications staff, is responsible for ensuring that all marketing materials comply with this procedure. Claims about course content, learning outcomes and certification are checked with the Academic Quality Department before publication.

Other materials with an external audience, such as recruitment material and newsletters, should also comply with these principles. All imagery is approved as the audience will see it, in its final format and placement.

Concerns about any Masar University marketing communication can be raised by email to info@masaruni.ae.

Contact

Email: info@masaruni.ae

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Approved by: Dr. Mahmoud Elgindy

Chairman of the Board and Chief Executive Officer, Masar University

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