

MEDIA & MARKETING APPROVAL GUIDELINES (AY25-26)

1. Approval Requirement

- All marketing materials (printed, digital, social media, website, signboards) must be approved by RAKDOK before publication.
- Exceptions: Student/faculty achievements, staff recruitment, and government-issued announcements.

2. Submission Process

- Provide the proposed advertisement/media content.
- If using student photos, submit a written consent form stating approval duration.
- Attach any supporting documents.

3. Content Guidelines

- Avoid unverified superlative claims like "best" or "world-class" without credible third-party validation.
- Ensure compliance with UAE laws on consumer protection, education, and advertising.
- Use culturally appropriate images and content that respect UAE traditions.
- Photos of campus/classrooms must be from the UGMACERAK campus, not other branches.
- Obtain written consent for any images featuring individuals.
- Ensure proper spelling, grammar, and accuracy in all materials.
- Clearly state all fees and costs associated with programmes.
- Market only the academic programmes approved by RAKDOK.
- Use the UGMACERAK's official logo and colors consistent with the home campus.

4. Location & Branding

- Clearly indicate that the branch is in Ras Al Khaimah with an address, landline, and Google Maps location.
- Ensure the Academic Centre is represented as the only authorized physical study location in the UAE.
- Follow intellectual property rights and adhere to branding guidelines.

5. Ethical & Legal Compliance

- No discrimination in advertisements based on race, gender, religion, nationality, or disability.
- Do not use the RAKDOK name/logo without written permission.
- Do not solicit funds (grants, donations, bonds) for advertising without prior approval from RAKDOK.

6. Amendments & Penalties

- Any modifications to approved materials require re-approval.
- Unauthorized publishing may result in fines or violations.

This ensures all media and marketing efforts align with RAK DOK's standards while maintaining regulatory compliance. For details, please refer to the RAKDOK's **"IBC Marketing and Collateral Approval Guidelines"** Policy.

Review history

<i>Last Updated:</i>	<i>November 2025</i>
<i>Reviewed on</i>	<i>November 2025</i>
<i>Next review Date</i>	<i>September 2026</i>