

Section 6 — Marketing

Policies:

6.1 Marketing of Foundation Programs

The Foundation recognizes that in order to reach potential ACSA members, buyers, and program participants, the Foundation must compete in an increasingly crowded, sophisticated, and expensive promotional environment. Foundation programs, products, and services will be designed, developed, and delivered to provide primary benefit to ACSA members.

6.2 Out-of-State Markets

Out-of-state markets may be pursued provided Foundation efforts do not provide unfair or destructive competition or usurp the rights of smaller colleague organizations and only with the express written approval of the executive director.

6.3 Marketing Standards

Promotional materials and techniques shall adhere to accepted marketing standards of good taste, economy, and effective audience targeting, and the Foundation reserves the right of final judgment.