

## Annexure – 3

### CODE OF CONDUCT FOR MARKETING CHANNEL PARTNERS (MCP)

A code of conduct for a marketing channel partner of a university typically outlines the principles and expectations for ethical and professional behavior. Following general guidelines must be followed by the MCP:

- 1. Integrity and Honesty:** Represent the university's programs and services accurately and truthfully. Avoid deceptive practices and ensure that all promotional materials are clear and factual.
- 2. Compliance with Laws and Regulations:** Adhere to all relevant local, state, and federal laws and regulations regarding marketing and advertising. Follow the university's policies and procedures, including data protection and privacy laws.
- 3. Respect for the University's Brand and Reputation:** Use the university's branding, logos, and trademarks in accordance with the provided guidelines. Avoid actions or statements that could damage the university's reputation or credibility.
- 4. Professionalism:** Maintain a high standard of professional conduct in all interactions with prospective students, staff, and other partners. Address and resolve any issues or complaints promptly and fairly.
- 5. Confidentiality:** Protect the confidentiality of any sensitive information related to the university, its students, or its operations. Do not disclose or misuse any proprietary or confidential information.
- 6. Accuracy in Information:** Ensure all information provided about the university's programs, admissions, and services is accurate and up-to-date. Correct any misinformation promptly and transparently.
- 7. Conflict of Interest:** Disclose any potential conflicts of interest and avoid situations where personal interests could compromise professional judgment.
- 8. Ethical Behavior:** Conduct all activities with honesty, fairness, and respect for others. Avoid any practices that could be perceived as unfair or discriminatory.
- 9. Reporting and Accountability:** Report any violations of the code of conduct or unethical behavior to the appropriate university authorities. Cooperate fully with any investigations or reviews conducted by the university.
- 10. Training and Development:** Participate in any required training related to the code of conduct, university policies, and industry best practices. This code of conduct is designed to ensure that marketing channel partners act in alignment with the university's values and standards, fostering a trustworthy and professional environment.