

MARSHALL UNIVERSITY BOARD OF GOVERNORS

Policy No. FA-3

Credit Card Solicitation

General.

- 1.1. Scope: It shall be the policy of Marshall University to regulate the marketing practices and solicitation by credit card marketers on the campuses of Marshall University
- 1.2. Statutory References: 18B-14-10, Credit card solicitation on college campuses; regulation of credit card marketing
- 1.3. Passage Date: September 18, 2002
- 1.4. Effective Date: Upon passage

Policy.

It shall be the policy of Marshall University to regulate the marketing practices and solicitation by credit card marketers on the campus of Marshall University as required by 18B-14-10 of the West Virginia State Code.

- I. "Credit Card Marketer" includes a person, corporation, financial institution or business entity that promotes, offers or accepts application for a credit card.
- II. Credit Card Marketing to students on the campus of Marshall University shall be permitted pursuant to these guidelines. All other Credit Card Marketing by any Marshall University group or organization to students shall be prohibited.
- III. Credit Card Marketers shall register and make application to solicit for credit card marketing with the Office of Facilities Scheduling located in Room 2W17 of the Memorial Student Center.
- IV. An application to solicit shall be accompanied with a credit card debt education brochure which, once approved, shall be distributed to each student with a credit card application.
- V. Credit Card Marketers, once approved, shall be assigned a room on the second floor of the Student Center and be permitted to advertise that

location in the lobby on the ground floor. Marketers shall be required to pay the established rental rate for space.

- VI. Credit Card Marketers shall not be permitted to offer tangible gifts to students in exchange for completing a credit card application.
- VII. The University will not provide student lists to vendors for the purpose of soliciting applications for credit cards.
- VIII. All orientation programs offered to new students shall include a credit card education presentation.