

# **Promotion & Marketing of Commercial Products**

## **Introduction**

This school policy was drafted as a whole school staff and ratified by the Board of Management. It was circulated to the staff in October 2017 and will be implemented from the beginning of the school year September 2018.

## **Rationale**

- a) The need for the school to devise a policy on Promotion & Marketing of Commercial products is to ensure that clear procedures are in place so that undue pressure is not put on parents to purchase particular commercial products.
- b) To make the staff aware what promotions if any are to be entered by Kilchreest N.S.
- c) To have clear guidelines as to what leaflets will be handed out to children from outside agencies.

## **Relationship to School Ethos**

Kilchreest NS strives to encourage involvement of parents through home school links and the spiritual, physical, moral and cultural needs of the pupils are addressed and not the promotion of the school through marketing commercial products.

## **Aims and Objectives**

- To provide for efficient disposal of unwanted mail.
- To ensure that Parents are not compromised by school initiatives to promote commercial products.

## **Procedures**

- Kilchreest NS will not, in so far as practical, be involved in the promotion /marketing of commercial products.
- With due consideration on a case by case basis & discussion an exception can be made if the School Community (Staff. Parents and

Board) decide that a particular promotion might be of benefit and a valuable addition to the schools resources.

- Leaflets will only be given out to children from local community groups i.e. (St Thomas' Hurling/Camogie Clubs, Sliabh Aughty Adventure Group, Kilchreest Development Group) to inform families of upcoming events.

### **Ratification**

This policy will be in operation in the school year 2018/2019 it will be reviewed in October 2020.

The Policy was ratified at a Board of Management Meeting in 2018.

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Chairperson of Board of Management