



SAiGE **Connect.**
Create.
Certify_

SKILLS FOR ARTIFICIAL INTELLIGENCE IN GLOBAL EDUCATION

Marketing Policy

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Introduction

Ensuring centres do not provide misleading information, enabling potential users of the qualifications and learners so that they are able to make an informed decision when choosing to study towards a SAIGE qualification, is essential.

This means that centres should provide clear, accurate information to help learners make informed decisions. This includes:

Transparency

- Purpose and Progression: Information about how the qualification supports progression, such as further education or employment opportunities - these should be accurate and not overstated (eg unsubstantiated learner outcomes on progression into work)
- Assessment Methods: Clear details of how the qualification will be assessed should be provided.

Comparisons

- Centres must not make unfair or misleading comparisons between any SAIGE qualifications and those offered by competitors.
- Unsubstantiated claims suggesting that SAIGE's qualifications are superior to another's are discouraged

Qualification Titles

Where SAIGE qualifications are used in centre promotional material, website/s or other documentation the full name of the qualification must appear exactly as it appears on the Ofqual Register.

E.g. SAIGE Level 5 Diploma in Data Science

SAIGE Logos

SAIGE centres must use the logos provided by SAIGE which can be requested by emailing marketing@saige.global.

The logos must not be skewed or amended other than sizing.

The logos cannot be combined with other symbols, words etc., without the expressed written permission of SAIGE. Usage must not be confusing, for example using the SAIGE logo on a webpage that is advertising a qualification that isn't actually a SAIGE qualification.



Regulator/s Logo

Ofqual does not allow centres to use the Ofqual logo on any of their documentation. Information with regard to any other regulator will be provide on request and must be requested before any usage is undertaken.

Complaints

Learners, stakeholders and other interested parties are encouraged to contact SAIGE should they feel a centre's marketing of a SAIGE qualification is misleading or untruthful.

All complaints should be addressed to complaints@saige.global.

Review

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