

**THE BOARD OF MANAGEMENT**  
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— *Tús Maith* —

## **MARKETING IN SCHOOLS POLICY**

May 2008



# **Policy on Marketing in Schools**

## **Introduction**

This policy has been written in response to the growing number of marketing schemes aimed at teachers, pupils and their families.

This policy is the result of a process of collaboration between staff, Board of Management, pupils and parents.

## **Rationale**

The school has chosen to adopt a policy on marketing in schools in the light of

- The Department of Education and Science's request that school authorities "consider carefully the implications of allowing any situation to develop which would result in parents being put under undue pressure to purchase a particular commercial product." (Circular 7/87)
- The recommendation of the Irish Primary Principals' Network that schools "should not facilitate outside agencies, commercial bodies, etc. to promote their products and services through children" (2002).
- The Social Personal and Health Curriculum which states that children should be enabled to "become aware of the different forms of advertising, its purpose and the messages it promotes".
- The dangers associated with allowing commercial marketing within primary schools including: advertising to a captive audience of minors, marketing of unwholesome food, commercial pressure on parents and abuse of teachers' influence.

## **Relationship to School Ethos**

St. Attracta's J.N.S. is committed to the full and rounded education of each child and the effective delivery of the Revised Primary Curriculum. This includes fostering the child's capacity to question and enquire critically about their world.

## **Aims & Objectives**

- To support the implementation of the Media Education element of the SPHE curriculum.
- To provide an environment in school for teachers, pupils and parents with the least amount of marketing possible.

- To filter out exploitative, pressurising or commercially biased schemes which seek to market products to pupils or their families.

To promote philanthropic involvement in particular by the local business community where the educational benefit of the involvement by far outweighs the commercial impact.

Note: in many of the currently available voucher collection schemes the material benefit is minimal when compared with the purchases undertaken.

## **Policy Content**

The school will promote media literacy as part of the Media Education element of the SPHE curriculum. We will seek to make pupils aware of marketing messages and their influence on our consumer decisions.

The school will endeavour to be free from:

- Marketing presentations aimed at children.
- Incentive schemes or competitions that require them to influence children's commercial purchases or those of their families (e.g. voucher/token collection)
- Sponsored curriculum material carrying an overt or prominent advertising message (e.g. advertisements, logos, slogans, product-orientated activities).

The school will continue to support business partnerships and their initiatives where the educational impact is judged to far outweigh any marketing message.

Appropriate adult recognition may be given by teachers and school management for donations / benefits received from local businesses (e.g. letters of thanks, photographs).

## **Success Criteria**

- Increased levels of media and brand awareness among pupils.
- An environment within the school and classrooms where marketing is restricted to the unavoidable minimum (e.g. Computers are branded, schoolbags, runners are branded etc.).
- Support for the school's position from teachers, parents and pupils.
- Positive business relationships, primarily on a local level, that support the school and do not compromise the above policy.

## **Ratification and Implementation**

This policy was discussed and ratified by the Board of Management and communicated to the school community on 28<sup>th</sup> May 2008.

The school principal is mainly responsible for implementation of the policy and will return any unwanted marketing materials to their originator with the label 'Return to Sender – Unwanted Marketing in Schools!'