



Marketing Policy

2025 - 2026

Next review date: June 2026



INTRODUCTION

AAESS ensures that all their marketing materials are accurate and in keeping with ADEK's core values and the values, morals, customs and traditions of the UAE.

PURPOSE

- To communicate that AAESS is committed to ensuring all marketing materials are clear, accurate, up-to-date and support the school's long term development plans.

Obligations and Accountability

AAESS school owners and the Governing Board monitor and take responsibility for all school advertising materials to ensure full compliance with ADEK's core values and policies, and particularly the [ADEK School Cultural Consideration Policy](#).

Marketing Materials

AAESS ensures that their marketing materials are:

- Clear and do not have contradictory messages and all messages are legible and/or audible.
- Accurate with no misleading information about the school, including facilities, curriculum, and assessment results.
- Indicate the school's name and registration number.
- Appropriate for the educational context, in alignment with the school's license approved by ADEK, the [ADEK School Values and Ethics Policy](#), and the [ADEK School Cultural Consideration Policy](#).
- Relevant for educational context, with descriptions of school outcomes such as inspection rating, student/parent/staff survey results and school offerings such as curriculum, extracurricular activities and fees.

AAESS ensures that their marketing materials are:

- Used for providing information to current or prospective staff, parents and students.
- Not used for supporting third-party stakeholders, where advertisements are launched in exchange for benefits.

Related Documentation

[ADEK School Cultural Consideration Policy](#)

[ADEK School Values and Ethics Policy](#)