



Credit-Card Marketing

Policy EM012

Volume 5, Enrollment Management and Student Success

Responsible Administrator: Vice President for Enrollment Management and Student Success

Responsible Office: Enrollment Management and Student Success

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Policy Statement

The advertising, marketing, or merchandising of credit cards to students on FIT campuses and at college-sponsored events is strictly prohibited, except as provided in this document.

Reason for the Policy

The college regulates credit card marketing in order to maintain a safe educational environment for students. Pursuant to New York State Education Law, Section 6437, FIT prohibits the advertising, marketing, and merchandising of credit cards to students on property owned or leased by the college and at college-sponsored events, except as provided in the policy.

Who is Responsible for this Policy

- Enrollment Management and Student Success

Who is Affected by this Policy

- All members of the FIT community
- Third parties

Definitions

N/A

Principles

- **Prohibition**
The advertising, marketing, or merchandising of credit cards to students on any FIT campus, as well as at any college-sponsored event, is strictly prohibited.
- **Exceptions**
This policy does not apply to the advertising, marketing, or merchandising of credit cards
 - to non-students by either the college or an agent of the college, or
 - to students or alumni through direct mail, newspapers, or magazines.

Responsibilities

N/A

Procedures

N/A

Violations

- **Penalty**
 - Any visitor, licensee, or invitee on the campus found violating this policy may be banned from the campus for a period of up to two years.
 - Any credit card issuer represented by such a visitor, licensee, or invitee found violating this policy may be banned from the campus for a period of up to one year.
 - Any student or member of the faculty or staff found violating this policy may be subject to disciplinary action pursuant to the Student Code of Conduct, the Collective Bargaining Agreement between FIT and the UCE of FIT, Human Resources (for Non-Bargaining employees), or such other authority as is applicable.
 - The penalties mentioned in this policy shall be in addition to any penalty according to the Penal Law or any other law to which a violator or organization may be subject.

Related Policies

- [Code of Student Conduct](#)

Related Documents

- N/A

Contacts

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