

## SECTION 25: INSTRUCTIONAL COURSES

### Question 132:

- i) Given BCAP's policy consideration, do you agree that rules 25.1 (ads for qualifications and courses must not exaggerate the likely resultant remuneration) and 25.2 (relevant credentials of correspondence schools and colleges) should be applied to radio advertisements, as they presently are to television advertisements? If your answer is no, please explain why.
- ii) Taking into account its general policy objectives, do you agree that BCAP's rules, included in the proposed Instructional Courses section are necessary and easily understandable? If your answer is no, please explain why.

<p><i>Responses received in favour of BCAP's proposal from:</i></p> <p>Advertising Association; Charity Law Association</p>	<p><i>Summaries of significant points:</i></p> <p>No significant points raised</p>	<p><i>BCAP's evaluation of those points and action points:</i></p>
<p><i>Responses received against BCAP's proposal:</i></p> <p>None</p>	<p><i>Summaries of significant points:</i></p>	<p><i>BCAP's evaluation of those points and action points:</i></p>

**Question 133:** Given BCAP's policy consideration, do you agree with BCAP's proposal not to include present TV rule 11.5b (ads must not offer unrecognised qualifications) in the proposed BCAP Code? If your answer is no, please explain why.

<i>Responses received in favour of BCAP's proposal from:</i>  Advertising Association; Charity Law Association	<i>Summaries of significant points:</i>  No significant points raised	<i>BCAP's evaluation of those points and action points:</i>
<i>Responses received against BCAP's proposal:</i>  None	<i>Summaries of significant points:</i>	<i>BCAP's evaluation of those points and action points:</i>
<b>Question 131:</b> i) On consideration of the mapping document in Annex 2, can you identify any changes from the present to the proposed Instructional Courses rules that are likely to amount to a significant change in advertising policy and practice, which are not reflected here and that you believe should be retained or otherwise given dedicated consideration?  ii) Do you have other comments on this section?		
<i>Responses received from:</i>  Advertising Association	<i>Summaries of significant points:</i>  No significant points raised	<i>BCAP's evaluation of those points and action points:</i>