

## OSU Campus Marketing, Promotional and Sales Postings

In an attempt to ensure promotional and sales positions posted in Handshake actively develop the skills and outcomes desired by the sales/marketing/advertising industries, the following policy was developed to represent the best interests of students. The guidelines represent several of the most common types of promotional and sales opportunities our career services offices receive for consideration. Often, these positions have job titles such as “brand ambassador” or “campus representative”, and the **target customer or audience is other Ohio State students, Ohio State organizations, Ohio State staff/faculty, or including, but not limited to, the general Ohio State campus community.**

### GENERAL GUIDELINES FOR POSTING

- *Compensation*
  - Where the primary target market is Ohio State students, organizations, staff/faculty, or the general campus community, candidates must be paid an hourly wage equal to or above minimum wage (currently \$8.55/hr); that wage must be disclosed in the posting. Unpaid, stipend, commission-only, or quota-based campus promotional/sales internships or part-time positions are not accepted. Commission beyond hourly wage is acceptable. Students cannot be solely compensated in product, rewards, prizes, or by any other type of non-monetary means. Academic credit is not an acceptable form of compensation, since the employer plays no role in granting credit for the opportunity.
- *Employment Relationship*
  - Promotional and sales positions intended for student to student representation will not be accepted from a third party. Students must be directly employed by the company or organization whose products and services they will be promoting.
- *“Internship” Status*
  - Promotional and sales positions intended for student to student representation will be tagged as “off-campus student employment” in the Handshake. In order to be considered an internship, the position must integrate knowledge and theory learned in the classroom with practical application and skills development in a professional setting. This is often documented via a learning agreement; you will be required to submit a copy of a learning agreement in order to label your position an “internship” in our system. The position will go through an additional level of scrutiny if a student desires academic credit for the internship. If you are interested in learning more about learning agreements, contact the [Buckeye Careers Internship Director](#).

### NATURE OF THE WORK – PROMOTIONAL POSITIONS

Promotional positions can generally be divided into two categories. In order to be considered for posting, promotional positions should closely align to one of the two descriptions below, and all postings must follow our entire set of [general posting policies](#).

**Corporate Campus/Brand Ambassador** positions generally have the following attributes:

- Offered by an employer that has well-established relations with one or more university career services office. These employers usually have an on-campus recruiting presence through career fairs, information sessions, etc.
- Most often utilize students as campus ambassadors the school year after completing their summer internship.
- Campus reps are used primarily to promote employer events on campus (fairs, info sessions), serve as a source for other students to gain information about the company and their opportunities, and to encourage consideration of employer’s job/intern opportunities. They are not used to encourage student peers to buy products or services, or to register at web sites (other than for application purposes).

**Promotional Marketing or Brand Representative** positions generally have the following attributes:

- Used to develop and/or implement public relations and marketing strategies about a company's product or services either to college peers or the overall target market.
- Often used by website, e-commerce, and product start-up companies, although brick-and-mortar organizations may seek to employ brand representatives to promote their virtual presence.
- Students are not acting as sales reps and not conducting the sales transaction.
- The product or service being promoted is not related to alcohol, drugs, tobacco, or of a sexual nature, and its promotion will not disrupt the academic process on campus. Additionally, the product or service does not threaten protected classes. Career services reserves the right to make a subjective decision whether the product or service is legitimate and appropriate to be sold by or to a student, faculty, or staff population on the campus of The Ohio State University.

## **STUDENT-TO-STUDENT SALES POSITIONS**

Sales is a reputable vocation, but one that holds potential to exploit students. Sales positions should closely follow the guidelines below, and all postings must follow our entire set of [general posting policies](#).

### **What is the student being asked to do?**

- Sell a product or service
  - The product or service being sold is not related to alcohol, drugs, tobacco, or of a sexual nature, and its sale should not disrupt the academic process on campus. Additionally, the product or service does not threaten protected classes. Career services reserves the right to make a subjective decision whether the product or service is legitimate and appropriate to be sold by or to a student, faculty, or staff population on the campus of The Ohio State University.
  - The student is not required to pay up front either to acquire marketing/demonstration materials, or as a deposit that is refundable if they reach a future sales threshold.
- Register peers at a website
  - The website should clearly explain what the student is signing up for.
  - A student's social media profile information and/or photo is not a part of the registration process.
  - A student is not required to provide financial data (credit card numbers, bank account numbers, PayPal, etc) prior to completing a sales transaction.
- Start a new student club or organization on campus
  - The student organization must follow Ohio State guidelines for [establishing a recognized student organization on campus](#) (not "inactive" or "unregistered" status). This requirement should be included in the job description of the sales position.
  - If the company does not have well-established recruiting practices on the campus of Ohio State, reference contact information may be requested during the posting review process.

## **ADDITIONAL INFORMATION**

All [employer general posting policies](#) apply to promotional and sales positions posted in Handshake.

If your position does not meet the guidelines above, consider the alternative posting methods below:

- Placing an advertisement in the campus paper, [The Lantern](#)
- Posting with the [Student Employment Office](#)

It can be difficult to categorize postings because there will always be situations where there is overlap or gray areas that require subjective judgment. In these situations, career services reserves the right to deny position postings. If you have questions about these guidelines, contact [careerquestions@osu.edu](mailto:careerquestions@osu.edu).