Chapter EAB 5

UNFAIR TRADE PRACTICES IN ADVERTISING AND PROMOTIONAL MATERIAL

EAB 5.01 General principles. Each school shall maintain high ethical standards in the conduct of its operations, solicitation of its students, and in its advertising and promotional material. The use of any unfair, substandard, fraudulent or deceptive trade practice or making any false, misleading or deceptive statements in any advertising or promotional material shall be cause for the refusal or revocation of approval.

History: Cr. Register, December, 1972, No. 204, eff. 1−1−73; am. Register, October, 1997, No. 502, eff. 12−1−97.

EAB 5.02 Deceptive trade or business names. (1) A school shall only offer high school courses if such courses are equivalent to those offered by a secondary school of such industry, or otherwise conceal the fact that it is a school.

History: Cr. Register, December, 1972, No. 204, eff. 1−1−73; am. (1), renum. (3) and (4) to be (2) and (3), Register, October, 1997, No. 502, eff. 12−1−97.

EAB 5.03 Misrepresentation of extent or nature of accreditation or approval. (1) A school shall not represent that its programs are made false or deceptive statements which have the tendency to mislead regarding earnings or opportunities in any vocation or field of activity. (4) A school shall not falsely represent in its advertising materials its size, location, facilities, equipment, or the number of years of educational experience and the qualifications of its faculty.

EAB 5.04 Misrepresentation of facilities, services, qualifications of instructors and status. (1) A school shall not falsely represent in its advertising materials its size, location, facilities, equipment, or the number of years of educational experience and the qualifications of its faculty.

EAB 5.05 Misrepresentation of enrollment qualifications or limitations. (1) A school shall not falsely represent its prerequisites for enrollment in a program.

EAB 5.06 Deceptive use of diplomas, degrees or certificates. (1) A school shall not use “help wanted” advertising, or other techniques to conceal that it is an educational institution.

EAB 5.07 Deceptive sales practices. (1) Deceptive “HELP WANTED” ADVERTISING. A school shall not use “help wanted” advertising, or other techniques to conceal that it is an educational institution.

Note: Chapter EAB 4 as it existed on November 30, 1997 was renumbered to Chapter EAB 5 effective December 1, 1997.
(5) A school shall not falsely claim that it is conducting a talent hunt, contest, or similar test.

(6) False representations as to the student’s obligation to pay. A school shall not make false or deceptive statements regarding the amount or nature of the student’s financial obligation to the school or to third parties.

History: Cr. Register, December, 1972, No. 204, eff. 1−1−73; cr. (8), Register, November, 1976, No. 251, eff. 12−1−76; am. (1), (2), (3) (intro.) and (4), r. (3) (a) and (b), (5), (7), (8) (a) and (b), renum. (6) and (8) (intro.) to be (5) and (6) and am., Register, October, 1997, No. 502, eff. 12−1−97.

EAB 5.08 Required disclosures. A school shall disclose in all advertising and promotional material used in Wisconsin:

(1) The school name and address and, if different from the address, the teaching location of the school.

(2) The fact that the school is offering educational services or vocational training for sale.

(3) The total cost of the program or term, if the school makes in that material any representations as to the cost of the program or term.

(4) Whether any endorsements or recommendations in that material are paid testimonials.

History: Cr. Register, December, 1972, No. 204, eff. 1−1−73; am. (1), cr. (5), Register, June, No. 414, eff. 7−1−90; am. (2) and (4), r. (5), Register, October, 1997, No. 502, eff. 12−1−97.