

# Student-to-Student Promotional and Sales Postings

In an attempt to ensure promotional and sales positions posted within College Central Network 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 Career Development Services receive for consideration. Often, these positions have job titles such as “brand ambassador” or “campus representative,” and the **target customer or audience is other students, organizations, or the North Central State College campus community.**

## GENERAL GUIDELINES

- *Compensation*
  - Where the primary target market is students, organizations, or the NC State campus community, candidates must be paid an hourly wage equal to or above minimum wage; 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*
  - 1099/Contractor status for student positions is not accepted. This does not apply to positions that represent full-time, post-graduation career employment sales positions.
  - 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 must be tagged as “part-time work” in College Central Network. 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. Additionally, internships should be coordinated with our [Internship Program Coordinator](#). There are associated forms and agreements required for this type of employment. The position will go through an additional level of scrutiny if a student desires academic credit for the internship.

## STUDENT-TO-STUDENT 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.

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

- Offered by an employer that has well-established relations with one or more college/university career services offices. 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 Development 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 North Central State College.

## STUDENT-TO-STUDENT SALES POSITIONS

Sales is a reputable vocation, but one that holds potential to exploit students. In order to be considered for posting, sales positions should closely follow the guidelines below.

**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 Development 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 North Central State College.
  - 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 for what the student is signing up.
  - 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 NCSC/OSU-Mansfield Office of Campus Life 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 North Central State College, reference contact information may be requested during the posting review process.

## ADDITIONAL INFORMATION

All employer account request policies apply to promotional and sales positions posted in College Central Network. If your position does not meet the guidelines above, we will not approve your position in College Central Network or advertise via other means (i.e., post on bulletin boards, etc.).

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 Development Services reserves the right to deny position postings. If you have questions about these guidelines, contact the [Career Counselor](#).

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