



## 94TH GENERAL ASSEMBLY

### State of Illinois

2005 and 2006

**HB2844**

Introduced 2/22/2005, by Rep. Tom Cross

#### SYNOPSIS AS INTRODUCED:

New Act

Creates the College Campus Credit Card Marketing Act. Provides that each college in the State shall prohibit the advertising, marketing, or merchandising of credit cards on college campuses to students, except as provided in newspapers, magazines, or similar publications; within any banking institution located on a college campus; or pursuant to an official college credit card marketing policy.

LRB094 03937 RXD 33952 b

1 AN ACT concerning business.

2 **Be it enacted by the People of the State of Illinois,**  
3 **represented in the General Assembly:**

4 Section 1. Short title. This Act may be cited as the  
5 College Campus Credit Card Marketing Act.

6 Section 5. Regulation of college credit card marketing.  
7 Each college in the State shall prohibit the advertising,  
8 marketing, or merchandising of credit cards on college campuses  
9 to students, except as provided in newspapers, magazines, or  
10 similar publications; within any banking institution located  
11 on a college campus; or pursuant to an official college credit  
12 card marketing policy. An official college credit card  
13 marketing policy may include:

14 (1) registration of on-campus credit card marketers;

15 (2) limiting credit card marketers to specific dates  
16 and specific areas of the campus as designated by the  
17 college;

18 (3) prohibiting credit card marketers from offering  
19 gifts to a student in exchange for completing a credit card  
20 application; and

21 (4) informing students about good credit management  
22 practices through programs which may include workshops,  
23 seminars, discussion groups, and film presentations.