

 Regulation and Compliance

# Ethical Marketing And Advertising (EMA)



The Ethical Marketing and Advertising (EMA) is a specialised programme providing the latest training needed to conceptualise, design and deliver responsible marketing communications.

The advanced-level course offers the know-how and skills to spot and avoid ethics violations, critical to those looking to build consumer trust and brand loyalty.

## Who's taking the EMA?

Advertisers, marketers and other professionals working for regulators advocacy groups, advertising associations and academic institutions, including their business students.

## Why take the EMA?

- The only official academic adaptation of the ICC Marketing and Advertising Code—an industry standard for over 80 years
- Learn to produce transparent and effective forms of international advertising
- Create a healthy brand for your company to earn customer loyalty for long-term strategic growth

## Certificate outline

- Lesson 1: What is the ICC Code?
- Lesson 2: Importance of Ethical Advertising
- Lesson 3: Ethical Principles relating to Customers
- Lesson 4: Ethical Principles relating to Society
- Lesson 5: Ethical Principles relating to Competitors
- Lesson 6: Digital Marketing

## Certificate structure

Divided into 6 lessons, the programme was developed by experts from ICC's Marketing and Advertising Commission and the renowned international business school, INSEAD. The two-hour interactive course provides a comprehensive understanding of the principles at the heart of global advertising codes, which are applicable across all industries.

## Price

This course is available free of charge. Professionals wishing to solidify their commitment to the ICC Code and earn an ICC Academy Certificate are encouraged to take our final examination for a nominal fee of US\$200.

## In partnership with



“The ICC Code provides globally applicable road signs for marketing practice, which help build confidence in business. This e-course brings the Code guidance to life with the aid of practical industry examples.”

**Brent Sanders**

Professor of International Trade and Fashion Law, Fashion Institute of Technology  
Chair, ICC Commission on Marketing and Advertising  
Assistant General Counsel, Microsoft



“The EMA demonstrates, in practical terms, how the ICC Code’s principles and provisions can be applied in everyday practice when developing marketing campaigns. We are confident that this e-course will be a key resource to help marketers employ today’s and tomorrow’s most innovative techniques to market their products and services.”

**Raelene Martin**

Policy Manager, ICC Commission on Marketing and Advertising  
Assistant General Counsel, Microsoft

## About the ICC Academy

The ICC Academy was founded in 2015 to provide market leading e-learning for trade professionals worldwide. The ICC Academy offers a wide range of specialised programmes, leveraging ICC’s position as a world leader in defining commercial rules and standards to support international commerce.

The ICC Academy is a part of the Paris-based International Chamber of Commerce (ICC) which has over 6 million members in more than 100 countries, including many of the world’s largest companies, SMEs, business associations and local chambers of commerce. ICC promotes international trade, responsible business conduct and a global approach to regulation through a unique mix of advocacy and standard setting activities—together with market-leading dispute regulation services.

Learn more at [icc.academy](https://www.icc.academy)