



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

In partnership with



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.



EMA for individuals

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.

EMA for corporates

Bespoke pricing

Contact info@iccademy.com.sg

“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 as a training and knowledge hub for trade professionals worldwide. We are the educational arm of the International Chamber of Commerce (ICC), the world’s business organisation setting rules and standards that facilitate around two-thirds of global trade in goods. We offer a wide range of learning resources, including market-leading certifications, short courses and the ICC Digital Library that all leverage ICC’s network of over 45 million members in more than 170 countries, including many of the world’s largest companies, SMEs, business associations and local chambers of commerce. Learn more at academy.iccwbo.org.