



The ICC Academy – ICC’s digital learning platform for business professionals worldwide – is proud to announce the launch of its brand new e-course and certification programme on [Ethical Marketing & Advertising \(EMA\)](#).

Based on ICC’s internationally-recognised Marketing and Advertising Code, the e-course is available free of charge and will help marketing professionals and students develop the skills needed to market products responsibly and avoid exposing their company to compliance and reputational risks, taking into account the impact that regulation, ethical considerations and cultural differences across national and international markets have on the practice of advertising.

The EMA builds on decades of expertise and is designed for marketers, advertising agencies, self-regulatory organisations and universities and expands on a programme initially developed with the renowned international business school, INSEAD.

The e-course, which is optimized for mobile phones and tablets, features 37 real-life case studies, 55 quizzes and activities, 68 videos, and a searchable glossary to fully understand the principles at the heart of global advertising codes, which are applicable across every industry.

Comprising six lessons, the two-hour interactive e-course:

- provides an overview of the importance of responsible advertising;
- covers ICC Code basics;
- explains responsible marketing principles relating to customers, society and competitors;
- delivers insights on digital marketing and advertising.

To get access to the free course, register at:

<http://icc.academy/certifications/icc-code-for-ethical-marketing-advertising-course/>

For professionals wishing to demonstrate their knowledge and commitment to Ethical Marketing and Advertising, the ICC Academy offers a [formal examination](#) for a nominal fee of US\$200.



Successful candidates will receive the ICC Academy Certificate on Ethical Marketing and Advertising, signed by the ICC Secretary General.

[Sign up now!](#)