



## **Certified Ethical Advertising Executive Course (CEAE) Certification Syllabus (Updated 11.15.2022)**

### **What is the CEAE Course?**

The Certified Ethical Advertising Executive (CEAE) is the first and only ethical certification for advertising industry practitioners - designed by a non-partisan body of market participants, government, legal officials and consumer advocates. The CEAE demonstrates ways to translate ethical considerations into business decisions and provides a set of principles as reference points for decision-making.

### **Course Platform and Length of Course:**

The CEAE is hosted on the Canvas Learning Platform. Completing the entire CEAE certification takes around two hours, with 13 *training modules* each approximately 5-8 minutes long. There are three sessions: Session 01 (**The Importance of Advertising Ethics**), Session 02 (**Building Trust Through Transparency**) and Session 03 (**Achieving Advertising Ethics in a Competitive Marketplace**).

### **Successful Completion of the CEAE Course:**

Each session consists of a series of *video training modules* and *formative assessments* (quizzes). Receiving certification is contingent on demonstrating successful completion of 70% of quiz questions. The course is held to an academic standard to protect the integrity of the CEAE credential while ensuring high standards are consistently met. Special emphasis has been placed on test designs for fairness, validity and reliability of assessment.

### **Why Our Course Is Important To You:**

**Securing this certification differentiates you as one who understands ethical practices in your day-to-day activities** – and can help identify and mitigate risks. You have been tested against the global standard and passed.

## CEAE Course Content

<p>Session 01: The Importance of Advertising Ethics</p>	<ul style="list-style-type: none"> <li>○ Sub-session 01: The Business Case for Advertising Ethics</li> <li>○ Sub-session 02: The Personal Case for Advertising Ethics</li> <li>○ Sub-session 03: Truthfulness in Advertising</li> <li>○ Sub-session 04: Fairness to Audience in Advertising</li> <li>○ Sub-session 05: Multiculturalism and Advertising</li> <li>○ Sub-session 06: Social Media and Advertising</li> <li>○ Sub-session 07: Offense in Advertising</li> <li>○ Summary Session: Module 1 IAE Principles</li> </ul>
<p>Principles Covered:</p>	<p>Principle 1: Advertising, public relations, marketing communications, news and editorial all share a common objective of truth and high ethical standards in serving the public.</p> <p>Principle 2: Advertising public relations and all marketing communications professionals have an obligation to exercise the highest personal ethics in the creation and dissemination of commercial information to consumers.</p> <p>Principle 5: Advertisers should treat consumers fairly based on the nature of the audience to whom the ads are directed and the nature of the product or service advertised.</p>
<p>Session 02: Building Trust Through Transparency</p>	<ul style="list-style-type: none"> <li>○ Sub-session 01: Building Trust Through Transparency</li> <li>○ Sub-session 02: Transparency and Consumer Data</li> <li>○ Sub-session 03: Transparency in Business Dealings</li> <li>○ Summary Session: Module 2 IAE Principles</li> </ul>

<p>Principles Covered:</p>	<p>Principle 3: Advertisers should clearly distinguish advertising, public relations and corporate communications from news and editorial content and entertainment, both online and offline.</p> <p>Principle 4: Advertisers should clearly disclose all material conditions, such as payment or receipt of a free product, affecting endorsements in social and traditional channels, as well as the identity of endorsers, all in the interest of full disclosure and transparency.</p> <p>Principle 6: Advertisers should never compromise consumers' personal privacy in marketing communications and their choices as to whether to participate in providing their information should be transparent and easily made.</p> <p>Principle 9: Trust between advertising and public relations business partners, including clients and their agencies, media vendors and third-party suppliers, should be built upon transparency and full disclosure of business ownership and arrangements, agency remuneration and rebates, and media incentives.</p>
<p>Session 03:</p>	<ul style="list-style-type: none"> <li>○ Sub-session 01: Establishing Ethical Cultures</li> <li>○ Sub-session 02: Achieving Enhanced Advertising Ethics</li> <li>○ Sub-session 03: Continuing Your Commitment</li> <li>○ Summary Session: Module 3 IAE Principles</li> </ul>
<p>Principles Covered:</p>	<p>Principle 8: Advertisers and their agencies, and online and offline media, should discuss privately potential ethical concerns, and members of the team creating ads should be given permission to express internally their ethical concerns.</p>

## **By Completing This Course, You Will Understand:**

### **I. The Business Case for Advertising Ethics**

The primary purposes of advertising - The "business case" in favor of ethical advertising appeals  
- What advertising shares in common with other industries - How advertising serves the public

### **II. The Personal Case for Advertising Ethics**

The Sleep Test - How the "business case" and "personal case" for ethical advertising complement each other

### **III. Truthfulness in Advertising**

What conducting truthful advertising involves - How do laws and regulations incentivize truthful advertising

### **IV. Fairness to Audience in Advertising**

What one should consider when determining whether an advertisement is done fairly –  
Requirements for careful attention to fairness in advertising - Nature of the product  
Additional cautions must be taken when advertising to children - Problematic scenarios - General principles of advertising to children

### **V. Multiculturalism and Advertising**

Imperative to portray multifaceted images of multicultural communities - the business case. The best way to portray multifaceted images is to hire multifaceted people.

### **VI. Social Media and Advertising**

IAE: Proprietary and Confidential: First Amendment - Ethical responsibilities around social media platforms.

### **VII. Offense in Advertising**

Harms of Offensive Advertising, Alienation of Racial Minorities

### **VIII. Building Trust Through Transparency**

Distinguishing Advertising Content from Editorial Content - Meaningful Disclosures - Influencer Campaigns

### **IX. Transparency and Consumer Data**

"Ethical keys" for collecting consumer data - Protections consumers are afforded with respect to their personal data - The right vs. right dilemma - Principles for data responsibility – The Imperative to protect and to handle consumer data responsibly

### **X. Transparency in Business Dealings**

Building Trust with Business Partners. Trust in agency partners. Agency ownership disclosures.

### **XI. Establishing Ethical Cultures**

Motivating and equipping business leaders to put ethical standards into company practice - Drawing on the professionalism of other organizations.

## **XII. Achieving Enhanced Advertising Ethics**

Requirements for achieving enhanced advertising ethic - Executives, managers and business leaders - Successfully addressing professional concerns within a company

## **XIII. Continuing Your Commitment**

Practicing continued commitment to enhanced advertising ethics Resources and support to be continually provided by the Institute for Advertising Ethics'

### **The IAE's Mission:**

The Institute for Advertising Ethics was created to support and perpetuate ethical behavior across the advertising industry. The IAE recognizes the need for the industry to conduct itself, its businesses, and its relationships with consumers in a fair, honest, transparent, and forthright manner. The IAE focuses on advertising-supported marketing and communications across media platforms; we also incorporate data usage tied to those communications. The IAE teaches, certifies, and empowers industry practitioners while protecting and valuing the consumers touched by the marketing industry.