

LEGAL ISSUES IN MARKETING

“Understanding the Legal Framework for Marketing in Today’s Business Environment”

Schedule

Date	Venue	Fees
02 - 03 Apr 2026	Dubai, UAE	USD 1995 per delegate
03 - 04 Jun 2026	Doha, Qatar	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

The marketing industry operates within a complex legal framework that is constantly evolving. From intellectual property to consumer protection laws, marketing professionals must navigate various legal risks to ensure compliance and avoid costly disputes. This 2-day course will provide participants with a comprehensive understanding of the legal issues impacting marketing, equipping them with the knowledge needed to safeguard their marketing practices and strategies.

Through expert-led discussions and real-world case studies, participants will gain practical insights into topics such as advertising regulations, trademarks, copyrights, data privacy, and ethical marketing practices. By the end of the course, participants will be able to identify legal pitfalls and develop marketing strategies that comply with local and international legal standards.

Objectives

By the end of this course, participants will be able to:

- Understand the key legal principles that affect marketing practices.
- Identify and mitigate potential legal risks in marketing strategies.
- Navigate advertising laws, including truth in advertising and deceptive practices.
- Safeguard intellectual property rights, including trademarks and copyrights.
- Ensure compliance with data protection and privacy regulations in marketing campaigns.

Why Attend

- Gain an in-depth understanding of the legal considerations in marketing.
- Learn how to develop marketing campaigns that comply with local and international laws.
- Identify legal risks in marketing strategies and how to avoid them.
- Understand the impact of intellectual property and consumer protection laws on marketing.
- Stay informed about the latest legal developments and trends in the marketing industry.

Target Audience

This program is designed for:

- Marketing managers
- Brand managers
- Advertising professionals
- Legal professionals working with marketing teams
- Compliance officers
- Business owners and entrepreneurs in marketing-related industries

Individual Benefits

Key competencies that will be developed include:

- Knowledge of legal requirements for marketing campaigns.
- Ability to identify and mitigate legal risks in advertising, branding, and promotions.
- Expertise in navigating intellectual property laws and protecting brand assets.
- Understanding of data privacy regulations and how they impact marketing.
- Enhanced ability to develop compliant and ethically sound marketing strategies.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased awareness of legal risks and how to manage them in marketing strategies.
- Improved compliance with advertising regulations, reducing the risk of legal disputes.
- Enhanced protection of intellectual property and brand assets.
- Stronger knowledge of data protection laws and how to ensure marketing campaigns comply.
- Ability to create marketing strategies that align with legal and ethical standards.

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – In-depth discussions on key legal issues in marketing and the implications for marketers.
- Case Studies – Real-world examples of legal challenges and solutions in marketing.
- Workshops – Hands-on exercises to help participants apply legal knowledge to marketing scenarios.
- Peer Exchange – Group discussions on best practices and lessons learned in managing legal risks in marketing.
- Tools – Practical tools and checklists for ensuring compliance with marketing laws and regulations.

Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Introduction to Legal Issues in Marketing

- Module 1: Key Legal Concepts in Marketing (07:30 – 09:30)
 - Overview of the legal landscape in marketing
 - Key legal principles that impact marketing activities
 - Understanding marketing laws and their application
- Module 2: Advertising Laws and Ethical Considerations (09:45 – 11:15)
 - Truth in advertising and deceptive marketing practices
 - Regulations surrounding endorsements, testimonials, and disclosures
 - Ethical marketing practices and the role of corporate social responsibility

Day 2: Intellectual Property and Data Privacy in Marketing

- Module 1: Intellectual Property in Marketing (07:30 – 09:30)
 - Understanding trademarks, copyrights, and patents in the context of marketing
 - Protecting marketing materials, logos, and brand assets
 - Legal challenges in using third-party content and media in marketing
- Module 2: Data Privacy and Consumer Protection Laws (09:45 – 11:15)
 - Overview of data protection and privacy regulations (e.g., GDPR, CCPA)
 - Complying with consumer protection laws in marketing campaigns
 - Best practices for handling customer data and ensuring privacy compliance

Certification

Upon completing the training course, participants will receive a Certificate of Completion in Legal Issues in Marketing, validating their understanding of the legal challenges and considerations in marketing practices.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

+601116373203

EMAIL:

info@mawaevents.net

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.