

EFFECTIVE MARKETING AND ADVERTISING COMPLIANCE AUDIT

“Ensuring Legal, Ethical, and Regulatory Integrity in Marketing & Advertising Practices”

Schedule

Date	Venue	Fees (Face-to-Face)
05 - 09 Oct 2026	London, UK	USD 3495 per delegate

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

Introduction

Marketing and advertising play a critical role in brand building and revenue growth, but they also expose organizations to regulatory, reputational, and legal risks. From data privacy laws and advertising standards to consumer protection and intellectual property, non-compliance can lead to costly fines and loss of trust.

This 5-day intensive course equips professionals with the frameworks, tools, and strategies to plan, conduct, and report comprehensive audits of marketing and advertising functions. Participants will learn how to assess campaigns, digital platforms, vendor practices, and regulatory alignment—ensuring ethical, transparent, and compliant marketing activities.

Objectives

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

- Plan and execute compliance audits of marketing, advertising, and promotional campaigns
- Evaluate adherence to advertising codes, data privacy laws, and consumer protection standards
- Identify high-risk areas including influencer marketing, digital ads, and claims substantiation
- Review content, processes, third-party partners, and documentation for audit readiness
- Recommend corrective actions, build compliance frameworks, and report findings effectively

Why Attend

- Protect your brand against legal and regulatory violations
- Improve accountability across marketing, legal, and compliance teams
- Strengthen oversight of digital, print, and third-party campaigns
- Align marketing practices with global standards like GDPR, FTC, CMA, and ASA
- Build practical skills in auditing creative content and promotional claims

Target Audience

This program is designed for:

- Marketing, brand, and advertising managers
- Compliance officers and internal auditors
- Legal advisors involved in media and advertising law
- Regulatory affairs and communications professionals
- Consultants and agencies managing regulated brand campaigns

Individual Benefits

Key competencies that will be developed include:

- Marketing and advertising compliance risk identification
- Auditing advertising claims, digital assets, and brand communications
- Knowledge of key global regulations and advertising codes
- Use of compliance checklists, audit logs, and corrective action plans
- Improved collaboration between marketing, compliance, and legal teams

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Higher integrity and transparency in marketing and communication activities
- Reduced exposure to fines, litigation, and brand damage
- Improved compliance with data privacy, consumer rights, and advertising standards
- More effective vendor and agency oversight
- Enhanced internal controls and reporting mechanisms for marketing functions

Instructional Methodology

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

- Strategy Briefings - Legal frameworks and advertising regulation essentials
- Case Studies - Global enforcement actions and brand compliance failures
- Workshops - Campaign audit planning, risk analysis, and documentation review
- Peer Exchange - Sharing real-world challenges and best practices
- Tools - Audit checklists, risk matrices, policy templates, and sample reports

Course Outline

Detailed 5-Day 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: Foundations of Marketing and Advertising Compliance

- Module 1: Understanding Compliance in Marketing Context (07:30 - 09:30) • Regulatory risks, ethical considerations, industry codes
 - Scope of advertising compliance audits
- Module 2: Key Global Regulations and Advertising Laws (09:45 - 11:15) • GDPR, FTC, ASA, CMA, CAN-SPAM, COPPA, ePrivacy Directive • Local vs. international campaign compliance
- Module 3: Content Types and Risk Areas (11:30 - 01:00) • Print, digital, broadcast, social media, influencer marketing • High-risk claims: pricing, health, environmental, financial
- Module 4: Workshop - Identifying Compliance Risks in Ad Materials (02:00 - 03:30) • Analyze example ads for legal, ethical, and disclosure issues

Day 2: Campaign Review and Audit Planning

- Module 1: Structuring a Marketing Compliance Audit (07:30 - 09:30) • Objectives, scope, timeline, and stakeholder mapping • Internal vs. third-party audits
- Module 2: Marketing Policy and SOP Assessment (09:45 - 11:15) • Content approval processes, claim substantiation • Brand guidelines and legal review workflows
- Module 3: Media Buying, Targeting, and Digital Risks (11:30 - 01:00) • Ad placement, tracking, consent, and profiling • Programmatic ads, dark patterns, and audience misrepresentation
- Module 4: Workshop - Drafting an Audit Scope and Checklist (02:00 - 03:30) • Create an audit plan for a multi-channel promotional campaign

Day 3: Third-Party, Influencer & Vendor Oversight

- Module 1: Auditing Agencies, Platforms & Influencer Partnerships (07:30 - 09:30) • Contracts, disclosures, content compliance • Regulatory expectations for brand accountability
- Module 2: Social Media & User-Generated Content Risks (09:45 - 11:15) • Moderation policies, viral claims, platform enforcement
- Module 3: Sponsorships, Promotions, and Contests (11:30 - 01:00) • Regulatory rules for fairness, transparency, and disclosures
- Module 4: Workshop - Vendor Compliance Evaluation (02:00 - 03:30) • Review sample agency contract for compliance clauses and gaps

Day 4: Data, Consent & Privacy in Marketing Activities

- Module 1: Data-Driven Marketing and Consent Management (07:30 - 09:30) • Opt-ins, cookies, profiling, legitimate interest under GDPR • Campaign-level privacy risk assessments
- Module 2: Email, Mobile, and Direct Marketing Laws (09:45 - 11:15) • CAN-SPAM, ePrivacy, TCPA, unsubscribe mechanisms
- Module 3: Cross-Border Marketing and Localization Challenges (11:30 - 01:00) • Managing compliance in global campaigns
- Module 4: Workshop - Privacy and Consent Audit Simulation (02:00 - 03:30) • Evaluate compliance posture of a data-driven promotional campaign

Day 5: Reporting, Remediation & Certification

- Module 1: Reporting and Escalating Audit Findings (07:30 - 09:30) • Audit reports, non-conformance, corrective actions • Communication with legal, marketing, and compliance teams
- Module 2: Continuous Improvement and Policy Updates (09:45 - 11:15) • Metrics, dashboards, staff training, and follow-up
- Module 3: Final Group Case Presentation (11:30 - 01:00) • Participants present a campaign audit plan and risk findings
- Module 4: Wrap-Up and Certification (02:00 - 03:30) • Review, next steps, and course certificate distribution

Certification

Participants will receive a Certificate of Completion in Effective Marketing and Advertising Compliance Audit, validating their skills in identifying, auditing, and mitigating compliance risks in marketing and promotional activities.

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