

CFAM6.1.8

Fulfil the legal, regulatory and ethical requirements impacting upon your marketing activity



Overview

This unit is about ensuring that you fulfil those legal, regulatory and ethical requirements which impact upon your own marketing/marketing communications activities. It includes keeping up to date with relevant current legislation and codes of practice, and applying their requirements.

For the purposes of this unit, 'organisation' can mean a self-contained entity such as a private sector company, a charity or a local authority, or a significant operating unit, with a relative degree of autonomy, within a larger organisation.

This unit is recommended for all marketers responsible for undertaking marketing activities, usually under the direction of others, and where the outcomes or products of their activities are subject to legislation and/or codes of practice. Such individuals might be employed within an organisation marketing its products/services, or work for an agency/consultancy.

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Performance criteria

- You must be able to:*
- P1 identify relevant legal, regulatory, ethical and social requirements affecting your area of activity, and their impact for your responsibilities, including what would happen if the requirements are not fulfilled
 - P2 follow policies and procedures designed to meet all of the necessary requirements
 - P3 monitor the work with which you are involved for any breaches of compliance with regulatory requirements and codes of practice
 - P4 identify any breaches accurately and address these promptly and correctly
 - P5 take actions designed to ensure that your own work meets all relevant regulatory requirements and codes of practice
 - P6 identify any reasons for potentially not meeting requirements and, where relevant, make recommendations regarding possible adjustments to enhance policies and procedures to reduce the likelihood of not fulfilling requirements
 - P7 provide full reports about any failures to meet requirements to the relevant person

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the importance of fulfilling legal, regulatory and ethical requirements, and the impact of failing to do so

You need to know and understand:

Industry/sector specific knowledge and understanding

- K2 legal, regulatory and ethical requirements impacting upon your marketing/marketing communications activities within the organisation's sector
- K3 particular current and emerging social concerns that are relevant to the sector and your marketing/marketing communications activities

You need to know and understand:

Context specific knowledge and understanding

- K4 policies and procedures that are intended to make sure that people meet the
- K5 procedures within the organisation for reporting any breaches of requirements

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Additional Information

Behaviours

1. You communicate clearly, concisely and accurately
2. You are vigilant for potential breaches of regulatory requirements and codes of practice
3. You make appropriate information and knowledge available promptly to those who need it and have a right to it

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