

CFAMAR10

Ensure marketing activities comply with legal, regulatory and ethical requirements



Overview

This standard is about carrying out marketing activities in ways that are consistent with organisational values and ethical principles and in line with legal and regulatory requirements. It includes developing policies and procedures to ensure that these requirements are met, making sure that appropriate colleagues and stakeholders understand the implications for the organisation if policies and procedures are not followed and keeping up to date with current developments and best practice. It is for marketing professionals who have responsibility for ensuring that marketing activities comply with legal, regulatory and ethical requirements.

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Performance criteria

- You must be able to:*
- P1 develop and implement marketing policies and procedures to ensure that the organisation meets all current legal, regulatory and ethical requirements
 - P2 ensure that all appropriate colleagues and stakeholders have a clear understanding of marketing policies and procedures and the implications for the organisation if they are not followed
 - P3 monitor the use of marketing policies and procedures and provide support to colleagues as necessary
 - P4 encourage feedback from colleagues and stakeholders and take appropriate action if marketing policies and procedures are not met
 - P5 keep up to date with current developments and best practice regarding legal, regulatory and ethical requirements in marketing
 - P6 review and update marketing policies and procedures to take account of new developments and best practice

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Knowledge and understanding

You need to know and understand:

- K1 legal, regulatory and ethical requirements that relate to marketing activities
- K2 how to develop marketing policies and procedures that take account of current legal, regulatory and ethical requirements
- K3 the implications for the organisation if marketing policies and procedures are not followed and how to communicate these to colleagues and stakeholders
- K4 methods of monitoring the use of marketing policies and procedures
- K5 the range of actions that may be appropriate if marketing policies and procedures are not met
- K6 sources of information on current developments and best practice regarding legal, regulatory and ethical requirements in marketing

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