
Overview

This standard is about carrying out marketing activities in ways that comply with legal, regulatory and ethical requirements, and organisational values. 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 the importance of keeping up to date with current developments and best practice. The standard is for marketing professionals who have responsibility for ensuring that marketing activities comply with legal, regulatory and ethical requirements, and organisational values.

Performance criteria

You must be able to:

1. establish your organisation's values including any related competencies and guidelines
2. develop marketing policies and procedures to ensure that the organisation meets all current legal, regulatory and ethical requirements
3. confirm that marketing activities are aligned with your organisation's values
4. implement marketing policies and procedures in your organisation
5. communicate the marketing policies and procedures and to colleagues and stakeholders
6. check that colleagues and customers understand the policies and procedures
7. identify the implications for the organisation if marketing policies and procedures are not followed
8. monitor the use of marketing policies and procedures to check they are being adhered to
9. provide support to colleagues who are using the policies and procedures
10. encourage feedback from colleagues and stakeholders and take appropriate action if marketing policies and procedures are not met
11. maintain your knowledge of best practice regarding legal, regulatory and ethical requirements in marketing
12. review marketing policies and procedures in accordance with organisational requirements
13. update marketing policies and procedures to take account of new developments and best practice

Knowledge and understanding

You need to know and understand:

1. your organisation's values and any related competencies, and how to align these to your marketing activities
2. the importance of aligning marketing activities to your organisation's values
3. the legal, regulatory and ethical requirements that relate to marketing activities
4. the importance of aligning marketing policies and procedures with legal, regulatory and ethical requirements
5. how to develop marketing policies and procedures that take account of current legal, regulatory and ethical requirements
6. the communication techniques that can be used to share policies and procedures with colleagues and stakeholders
7. the potential implications for your organisation if marketing policies and procedures are not followed
8. how to communicate the impact of not following policies and procedures to colleagues and stakeholders and agree actions
9. the methods of monitoring the use of marketing policies and procedures
10. the actions that can be taken if marketing policies and procedures are not followed
11. the sources of information on current developments and best practice regarding legal, regulatory and ethical requirements in marketing
12. the importance of updating policies in accordance with new developments and best practice

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Ensure marketing activities comply with legal, regulatory and ethical requirements, and organisational values



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