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| UAN: | A/505/9096 |
| Level: | 4 |
| Credit value: | 6 |
| GLH: | 31 |
| Aim: | <p>Any engagement with customers requires a consideration of legal and ethical issues. For the digital marketer, the development of new technologies and techniques requires not only compliance with legislation, but to consider customer and social perspectives on their activities.</p> <p>This unit will develop in learners an understanding of both ethical and legal consideration of digital marketing and how these affect digital marketing activities.</p> |

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| Learning outcome |
| The learner will: |
| 1. understand the implications of ethics to digital marketing |
| Assessment criteria |
| The learner can: |
| 1.1 explain the fundamental principles of ethical behaviour |
| 1.2 review the ethics of own behaviour |
| 1.3 explain current and emerging concerns and expectations that are relevant to digital marketing |
| 1.4 evaluate the ethics of digital marketing campaigns. |

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| Range |
| Principles |
| Integrity, objectivity, duty of care, confidentiality, professional behaviour. |

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| Learning outcome |
| The learner will: |
| 2. understand the effect of legal and regulatory requirements on digital marketing |
| Assessment criteria |
| The learner can: |
| 2.1 explain how regulatory requirements affect digital marketing |

- 2.2 explain how legal issues affect digital marketing
- 2.3 explain how organisations ensure digital marketing activities are compliant with legal and regulatory requirements
- 2.4 explain the consequences of illegal practice.

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| Range |
| Regulatory requirements ASA regulations, CAP code. |

Unit 402 Ethics and legalities of digital marketing

Supporting information

Guidance

2.2 Legal issues for example;

Copyright, intellectual property, licensing, discrimination, security, privacy, trades descriptions, sales, anti bribery, platform terms and conditions, corruption.