

# Group assignment 3: Self-regulation of advertisement

Visit the website of the marketing communications regulator in a country of your choice and find a record of recent cases.

For example, you can search for recent statements by the Council of Ethics in Advertising and decisions made by the Consumer Ombudsman in Finland (unfortunately only in Finnish):

<https://www.kkv.fi/paatokset/kuluttaja-asiat/>

<https://kauppakamari.fi/palvelut/mainonnan-eettinen-neuvosto/etsi-lausuntoa/>

**Advertising Standards Authority (UK) rulings:**

[https://www.asa.org.uk/codes-and-rulings/rulings.html?date\\_period=past\\_year&media\\_channel=A61D71F3-9E28-4797-B7F31BB702102FB3](https://www.asa.org.uk/codes-and-rulings/rulings.html?date_period=past_year&media_channel=A61D71F3-9E28-4797-B7F31BB702102FB3)

# Group assignment 3: Self-regulation of advertisement

Alternatively, here is a list of United States Federal Trade Commission press releases related to advertising and marketing cases:

[https://www.ftc.gov/news-events/press-releases?combine=&date\\_filter%5Bmin%5D%5Bdate%5D=&date\\_filter%5Bmax%5D%5Bdate%5D=&field\\_mission\\_tid=All&field\\_competition\\_topics\\_tid=All&field\\_consumer\\_protection\\_topics\\_tid=229&items\\_per\\_page=20](https://www.ftc.gov/news-events/press-releases?combine=&date_filter%5Bmin%5D%5Bdate%5D=&date_filter%5Bmax%5D%5Bdate%5D=&field_mission_tid=All&field_competition_topics_tid=All&field_consumer_protection_topics_tid=229&items_per_page=20)

You can also find the full list of cases with detailed proceedings here:

<https://www.ftc.gov/enforcement/cases-proceedings>

These are just suggestions to get you started. You may focus on any regulatory or legislative body in a country of your choice.

# Prepare a 20-slide presentation

Select five recent cases dealing with ethical issues related to advertisement. For each of the five cases you choose:

- Briefly describe the case.
- Do you think the marketer behaved in an ethical manner? Which areas of the ICC marketing code (see lecture 3) does the advertisement allegedly violate? Explain your reasoning.
- Do you agree with the decision of the regulator (e.g., the statement given by the regulatory body, the decision of the FTC to pursue the case) or ombudsman/court (if available)? Why/why not?