Advanced Consumer Protection and Market Conduct Training Course



28 Dec 2026 - 01 Jan 2027

Kuala Lumpur

5200 € (Per Person)

Ref: #BI7778_175083

Course Introduction / Overview:

In today's highly regulated and competitive marketplace, maintaining consumer trust and ensuring fair market conduct are paramount for sustainable business success and market integrity. This intensive training course provides a comprehensive exploration of the principles, regulations, and best practices governing consumer protection and market conduct. The curriculum is designed to move beyond mere regulatory compliance, fostering a deep understanding of the ethical and commercial imperatives for treating customers fairly. As influential behavioral economist Richard Thaler discusses in his work, including the book "Nudge," understanding consumer psychology is critical to designing fair and transparent market practices. This course, offered by BIG BEN Training Center, delves into these concepts, examining global regulatory frameworks, conduct risk management, and the implementation of effective compliance programs. Participants will gain the strategic insights and practical skills needed to navigate complex regulatory landscapes, mitigate risks, and build a corporate culture centered on consumer-centricity and ethical conduct, ultimately enhancing brand reputation and long-term profitability.

Target Audience / This training course is suitable for:

- Compliance Officers and Managers.
- Risk Management Professionals.
- Legal Counsel and In-house Lawyers.
- Regulatory Affairs Specialists.
- Internal Auditors.
- Product Development and Marketing Managers.
- Senior Customer Service and Relations Managers.
- Executives and Senior Managers with oversight responsibilities.
- Operations Managers in consumer-facing industries.

Target Sectors and Industries:

- Banking and Financial Services.
- Insurance Sector.
- Telecommunications and Utilities.
- Retail and E-commerce.
- Fintech and Payment Services.
- Real Estate and Property Development.
- Governmental Regulatory Bodies and Consumer Protection Agencies.
- Automotive Sales and Financing.
- Healthcare and Pharmaceutical sectors.

Target Organizations Departments:

- Compliance Department.
- Legal Department.
- Risk Management Department.
- Internal Audit Department.
- Marketing and Sales Departments.
- Product Development and Management.
- Customer Relations and Service Department.
- Operations Department.
- Corporate Governance and Strategy.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the core principles and legal frameworks of consumer protection globally.
- Develop and implement a robust market conduct and conduct risk framework.
- Integrate the principles of Treating Customers Fairly (TCF) into the business culture.
- Design compliant and ethical marketing, advertising, and sales practices.
- Establish effective and transparent complaint handling and dispute resolution mechanisms.
- Manage risks associated with consumer data privacy and protection.
- Identify and implement strategies for protecting vulnerable customers.
- Prepare for and manage regulatory inspections and enforcement actions.
- Evaluate the impact of fintech and digital innovation on consumer protection.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can translate theoretical knowledge into actionable workplace skills. We employ a blended learning approach that combines expert-led presentations with dynamic group activities. The course heavily features the analysis of real-world case studies, examining both landmark regulatory enforcement actions and examples of best-in-class market conduct. Participants will engage in collaborative workshops to design compliance policies and risk mitigation strategies. Interactive role-playing scenarios will be used to simulate challenging situations, such as handling complex customer complaints and responding to regulatory inquiries. Group discussions and brainstorming sessions will encourage the sharing of diverse perspectives and experiences. Continuous feedback from the instructor and peers is a core component, fostering a supportive learning environment where participants can confidently develop and refine their skills in consumer protection and market conduct.

Course Agenda (Course Units):

Unit One: Foundations of Consumer Protection and Market Conduct

- The Evolution and Importance of Consumer Protection.
- Key International Principles and Regulatory Bodies.
- Understanding the Legal Framework for Fair Trading Practices.
- Defining Market Conduct and Conduct Risk.
- The Link Between Ethical Conduct, Trust, and Profitability.
- Core Components of a Consumer Protection Compliance Program.
- Introduction to Treating Customers Fairly (TCF) Principles.

Unit Two: Building an Effective Conduct Risk Management Framework

- Identifying and Assessing Conduct Risks Across the Business.
- Developing a Conduct Risk Appetite Statement.
- Establishing Governance, Roles, and Responsibilities.
- Implementing Controls and Mitigation Strategies for Conduct Risk.
- Monitoring, Reporting, and Key Risk Indicators (KRIs).
- Embedding a Culture of Ethical Conduct and Accountability.
- Case Studies in Conduct Risk Failures and Successes.

Unit Three: Fair Practices in Product Design, Marketing, and Sales

- Product Governance and Lifecycle Management.
- Ensuring Transparency and Clarity in Consumer Communications.
- Regulations on Advertising and Financial Promotions.
- Preventing Mis-selling and Unfair Sales Tactics.
- Managing Conflicts of Interest in Consumer Dealings.
- Pricing Fairness and Transparency.
- Digital Marketing Ethics and Online Consumer Protection.

Unit Four: Complaint Handling, Data Privacy, and Vulnerable Customers

- Designing an Effective and Accessible Complaints Handling Process.
- Root Cause Analysis of Complaints for Continuous Improvement.
- Alternative Dispute Resolution (ADR) Mechanisms.
- Fundamentals of Consumer Data Privacy and GDPR.
- Responsibilities for Protecting Consumer Data from Breaches.
- Identifying and Defining Customer Vulnerability.
- Developing Policies and Practices to Support Vulnerable Customers.

Unit Five: Regulatory Supervision, Enforcement, and Future Trends

- The Role and Powers of Regulatory and Supervisory Bodies.
- Preparing for and Managing Regulatory Audits and Inspections.
- Understanding the Enforcement Process and Potential Sanctions.
- The Impact of Fintech and Digital Transformation on Market Conduct.
- Ethical Considerations of AI and Big Data in Consumer Services.
- Emerging Trends in Consumer Protection Regulation.
- Developing a Forward-Looking and Agile Compliance Strategy.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of rapid technological advancement and AI-driven marketing, how can organizations balance personalized customer experiences with the fundamental principles of consumer privacy and fair treatment?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond a purely legalistic or box-ticking approach to compliance. It provides a strategic and holistic perspective, framing robust consumer protection and ethical market conduct as core drivers of business value and brand reputation. While other courses may focus solely on existing regulations, this program dedicates significant time to forward-looking topics, such as the conduct implications of AI, big data, and fintech, preparing participants for the challenges of tomorrow. The curriculum is built around a practical, case-study-driven methodology, analyzing real-world enforcement actions and industry best practices to provide tangible lessons. It places a unique emphasis on the cultural aspect of compliance, offering actionable strategies for embedding a customer-centric and ethical mindset throughout an organization. Rather than just teaching rules, this course, developed by BIG BEN Training Center, equips leaders with the critical thinking skills to navigate ethical gray areas and make sound judgments that protect both consumers and the firm.