Marketing Governance and Regulatory Compliance Excellence Training Course



23 - 27 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #MAR2680_144446

Course Introduction / Overview:

In today's complex global marketplace, marketing is no longer just about creativity and reach; it is fundamentally about trust and responsibility. The landscape of marketing is governed by an ever-expanding web of regulations, from data privacy laws like GDPR and CCPA to stringent advertising standards and consumer protection acts. Navigating this environment without a robust governance structure is a significant risk to brand reputation and financial stability. This comprehensive course is designed to equip professionals with the knowledge and tools to build and manage effective marketing governance and compliance frameworks. Drawing on principles of market-driven strategy, as explored by academics like George S. Day, this program moves beyond theory to practical application. Participants will learn to integrate compliance into the very fabric of their marketing operations, ensuring all activities are not only effective but also ethical and legally sound. BIG BEN Training Center has developed this curriculum to empower organizations to transform compliance from a restrictive hurdle into a competitive advantage, fostering consumer trust and sustainable growth in a regulated world. This course provides a clear roadmap for establishing marketing accountability and excellence.

Target Audience / This training course is suitable for:

- Marketing Directors and Managers.
- Compliance Officers and Managers.
- Legal Counsel and In-house Lawyers.
- Digital Marketing Specialists.
- Brand and Product Managers.
- Corporate Communications Professionals.
- Regulatory Affairs Specialists.
- Marketing Operations Managers.
- Senior Executives involved in risk management.

Target Sectors and Industries:

- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Technology and Software as a Service (SaaS).
- E-commerce and Retail.
- Telecommunications.
- Insurance.
- Consulting and Professional Services.
- Governmental and Public Sector Agencies.

Target Organizations Departments:

- Marketing and Communications.
- Legal Department.
- Compliance and Risk Management.
- Product Development and Management.
- Sales and Business Development.
- Corporate Governance.
- Internal Audit.
- Public Relations.

Course Offerings:

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

- Develop and implement a comprehensive marketing governance framework.
- Navigate the complexities of global data privacy regulations like GDPR and CCPA.
- Ensure all advertising and promotional materials meet legal and ethical standards.
- Mitigate legal, financial, and reputational risks in marketing campaigns.
- Establish clear roles, responsibilities, and approval workflows for marketing content.
- Conduct effective marketing compliance audits and risk assessments.
- Manage compliance across various digital channels, including social media and email.
- Foster a culture of compliance and ethical responsibility within the marketing team.
- Stay ahead of emerging regulatory trends and adapt marketing strategies accordingly.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. This course moves beyond traditional lectures to a blended learning approach that emphasizes experiential learning. A cornerstone of the program is the extensive use of case studies, where participants will analyze both successful compliance strategies and notable failures from leading global organizations. This allows for a deep understanding of the practical implications of marketing governance. Interactive workshops and group exercises will challenge participants to collaboratively design mock compliance policies, review advertising copy for potential issues, and develop risk mitigation plans. Role-playing scenarios will simulate real-life challenges, such as responding to a regulatory inquiry or managing a data breach. Throughout the course, there will be ample opportunity for peer-to-peer learning and open discussions, facilitated by an expert instructor who provides continuous feedback and guidance. This immersive approach ensures participants leave not just with knowledge, but with the confidence and skills to lead compliance initiatives within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Marketing Governance and Compliance

- Introduction to marketing governance.
- The intersection of marketing, ethics, and law.
- Understanding the global regulatory landscape.
- The high cost of non-compliance: financial and reputational risks.
- Key legal frameworks: consumer protection, advertising standards, and data privacy.
- Establishing a business case for a robust compliance program.
- The role of corporate culture in fostering compliance.

Unit Two: Core Regulatory and Compliance Frameworks

- Deep dive into the General Data Protection Regulation (GDPR).
- Navigating the California Consumer Privacy Act (CCPA) and other US privacy laws.
- Understanding advertising and promotion standards (e.g., FTC guidelines).
- Compliance with anti-spam legislation (e.g., CAN-SPAM Act).
- Industry-specific regulations in finance, healthcare, and other sectors.
- Managing intellectual property: trademarks and copyrights in marketing.
- Guidelines for competitions, sweepstakes, and contests.

Unit Three: Building the Marketing Governance Structure

- Defining roles and responsibilities: The Marketing Compliance Officer.
- Developing and documenting marketing policies and procedures.
- Creating a centralized digital asset management and compliance system.
- Implementing effective review and approval workflows for marketing materials.
- Training and educating the marketing team on compliance obligations.
- Vendor and agency management from a compliance perspective.
- Integrating compliance into the marketing campaign lifecycle.

Unit Four: Compliance in the Digital Marketing Ecosystem

- Social media marketing policies and disclosure requirements.
- Best practices for compliant email marketing campaigns.
- Navigating influencer marketing and endorsement guidelines.
- Ensuring compliance in content marketing and native advertising.
- Search engine marketing (SEM) and advertising platform policies.
- Managing user-generated content and associated risks.
- Website and mobile app compliance: privacy policies, cookies, and terms of service.

Unit Five: Monitoring, Auditing, and Future-Proofing Compliance

- Developing a marketing compliance monitoring program.
- Techniques for conducting internal marketing audits.
- Key performance indicators (KPIs) for measuring compliance effectiveness.
- Managing and responding to compliance breaches and regulatory inquiries.
- Leveraging technology for compliance automation and tracking.
- Horizon scanning: anticipating future regulatory trends.
- Creating a sustainable and agile compliance framework for long-term success.

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 AI-driven personalization and predictive analytics, how can organizations proactively adapt their governance frameworks to address the unforeseen ethical and compliance challenges that these new technologies present?

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

This course distinguishes itself by moving beyond a simple recitation of laws and regulations to provide a strategic, operational blueprint for embedding compliance into the DNA of a marketing organization. While other programs may focus on what the rules are, this training course concentrates on how to build a sustainable and agile governance system to manage them effectively. Its primary uniqueness lies in its practical, framework-based approach. Participants will not just learn about GDPR; they will engage in workshops to map data flows and draft consent language. They will not just hear about advertising standards; they will participate in role-playing exercises to review and approve campaign materials under pressure. The curriculum is designed to bridge the often-significant gap between the legal department and the marketing team, fostering a shared language and collaborative approach to risk management. Furthermore, the course places a strong emphasis on future-proofing, equipping leaders to anticipate and adapt to the next wave of regulatory and technological change, ensuring their marketing practices remain both innovative and impeccably compliant.