Certified Ethical Advertising Executive
Questions & Answers

What is the Certified Ethical Advertising Executive?
The Certified Ethical Advertising Executive is the first and only ethical certification for advertising industry practitioners - designed by a non-partisan body of market participants, government and legal officials and consumer advocates. The CEAE examines ways to translate ethical considerations into business decisions and provides a set of principles as reference points for decision making.

Why is the CEAE important?
Our industry's stakeholders, that is, our customers, our suppliers, our employees, our investors, and our communities are demanding enhanced ethics.   Elevating a company's leadership position relies on enhanced ethics.   Protecting our professional reputation depends on ethics. Ethics is the engine of trust.

Who is the CEAE intended for?
The CEAE is built for advertising practitioners. There are 600,000 "advertising practitioners" in the United States alone. This includes brand managers, data scientists, account professionals, buyers, influencers, procurement executives, salespeople, creatives, interface design professionals, software developers, planners, financial executives, lawyers, researchers, psychologists, and more.   CEAE is for professionals and companies who value ethics as a personal benefit and competitive advantage.

What does the course consist of (today)?
The course consists of 3 Sessions and takes approximately 2 hours to complete

01: The Importance of Advertising Ethics	02: Building Trust Through Transparency	03: Achieving Ethics in a Competitive Marketplace
• The Business Case for Advertising Ethics • The Personal Case for Adv. Ethics • Truthfulness in Advertising • Fairness to Audience in Advertising • Multiculturalism and Advertising • Social Media and Advertising • Offense in Advertising	• Building Trust Through Transparency • Transparency & Consumer Data • Transparency In Business Dealings	• Establishing Ethical Cultures • Achieving Enhanced Ad Ethics • Continuing Your Commitment

Does the certification entity have a solid reputation within the industry?

Yes. Certification is conferred by the Institute of Advertising Ethics (IAE) in collaboration with the faculties of the University of Texas at Austin and the Heider College of Business at Creighton University. IAE efforts have the support of Procter & Gamble, the American Bar Association, Howard University, Omnicom, Mastercard, the University of Texas at Austin and other intentionally diverse organizations and people.

Does the certification entity have a mission to improve the ecosystem?

Yes. The IAE is a Washington based 501c3 non-profit educational foundation created to support and perpetuate ethical behavior across the advertising industry. The IAE recognizes the need for the industry to conduct itself, its businesses, and its relationships with consumers in a fair, honest, transparent, and forthright manner. The IAE focuses on advertising-supported marketing and communications across media platforms and includes data usage tied to those communications. The IAE teaches, certifies, and empowers industry practitioners, and protects and values the consumers touched by the industry.

Is the certification exam administered in the most secure environment?

Yes. The CEAE is hosted on the Canvas Learning Platform. The Canvas Learning platform security protocol is built based on ISO 27001, NIST's Cyber Security Framework, AICPA's Trust Services Principles and Criteria, and SANS' CIS Critical Security Controls. Applications abiding with OWASP's Top 10. Further information is available at https://www.instructure.com/canvas/security

Does the Institute ensure that certified individuals meet the eligibility requirements?

Yes. Special emphasis was placed on test design for fairness, validity, and reliability of assessment.   IAE combined the best educators with diverse industry expertise. Receiving certification is contingent on demonstrating successful completion of 70% of questions asked. Doing so protects the integrity of the credential but also ensures that high standards are consistently met.

Is the IAE easy to do business with?

Yes. We take a "Customer is Boss" approach, where our "Customers" are Market Participants, Civil Society, and Government.   We welcome (and require) feedback.

How is/was the curriculum developed?

The curriculum was based on principles of verifiability, diversity, and to include digital topics and delivery (i.e. the e-learning environment). The curriculum was designed in cooperation with the faculty of the University of Texas and our Advisory Council. The foundations of the curriculum are in the principles developed by Wally Snyder, former FTC Ad Regulator, CEO of the American Advertising Federation. These principles were then married with new material representing the current state of play in the digital arena, with input from market participants, civil society, and government.   Curricular development is continuous.