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Attitudes and Behavioral Intentions of Advertising Practitioners who have Completed the Certified Ethical Advertising Executive (CEAE) Program

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Abstract

This research investigates how advertising practitioners are impacted by their experience of completing the Certified Ethical Advertising Executive (CEAE) certificate program offered by the Institute for Advertising Ethics. Specifically, it examines two primary research questions:

- Does the CEAE program result in an increased desire for practitioners to engage in ethical behavior that goes above and beyond meeting what is required by law?
- Do practitioners who have completed the CEAE program benefit in terms of promotion, career advancement, new clients, or other advancements?

The CEAE program is an online certificate program that teaches 9 principles of advertising ethics. It takes approximately two hours to complete and is currently being offered to employees at various advertising agencies in the US and UK. To date, more than 2,000 practitioners have completed the program. Research on the effectiveness of an advertising ethics educational program is important because the industry needs to identify an approach to promoting ethical behavior that will actually have an impact on practitioners. Full results will be available at the time of the conference.

Keywords: Advertising, Ethics, Education, Certification

Conference Track

Innovative Education