

insights

TYPES NOT MAPPED YET April 30, 2019 | TTR not mapped yet | Mark Sableman, Aaron D. Lacey

Advertising and Communications for Institutions of Higher Education

Webinar

In today's highly competitive world, all institutions of higher education must engage in marketing, directly or indirectly. Institutional web pages, social media activities and traditional advertising and promotion must meet legal requirements. Our webinar on advertising and communications for institutions of higher education will address some of the more important laws regarding communications and marketing.

The 60-minute webinar will cover the following:

- The basics of commercial advertising, including the truthfulness requirement, how truthfulness is assessed and how advertising law ties to the first amendment
- Particular laws regarding marketing such as influencer/endorsement guidelines
- Use of graphics in ads and the increasing dangers of using Internet content
- Special internet laws on user-generated content
- Native advertising (use of content-rich advertorial content)

CLE

The live presentation of this webinar was approved for 1.0 hour general CLE credit in California and Illinois and 1.2 hours of general CLE credit in Missouri. CLE credit is no longer available for this recording.

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