**Laws and Regulations Regarding Marketing and Business Practices**

Objective: Understand the roles the government plays in marketing and business practices

Directions: In a pair (or by yourself) you will be given one law/regulation that is directly related to marketing and business practices. I have created specific questions that you will need to answer and present in a Google Slides presentation.

Your presentation should be 2-6 slides with bulleted answers to the specific questions which will be used to teach the class about the law you are assigned. When you are completed with your Google slides presentation “share” your presentation with me to this email address: [sgraham@bradfordacademy.com](mailto:sgraham@bradfordacademy.com). On the day of presentations I will simply bring up my email and you will present it from there.

\*\*\*I have already done the research for you. ALL LINKS CAN BE FOUND ON MY WEBSITE! No need to Google the websites needed. Go to <http://grahamwebsite.com>. Click on “marketing”, go to “links”, and you will find the links under “Links that involve legislation for marketing”.

**Summary of the Green Guide questions:**

1. In your own words explain the “general environment benefit claims” in terms of marketing.
2. In your own words describe the “free of” marketing rules.
3. In your own words describe the “recycled content” marketing rules.

**Fair Packaging and Labeling**

1. What are the basic requirements for labeling “consumer commodities”? (you can put this into your own words).
2. What is the purpose of this act?
3. The Food and Drug Administration (FDA) administers the FPLA with respect to which 4 items?

**Do Not Call Registry**

1. What is the “Do Not Call Registry”?
2. What are the exceptions to the rule?
3. How is the Do not Call Registry enforced?

**Federal Trade Commission (FTC)**

1. What is the FTC?
2. What are their goals?
3. How does the FTC benefit consumers?

**Tobacco Control Act**

1. What does this act ban (list all 5 items)?
2. What are the 4 warning labels every package must have?
3. Explain how much of the packaging has to be covered with the warning label (there are 2 different items).

**Tobacco Products Marketing Restrictions**

1. In your own words explain the background of this law.
2. Explain the first two and the last bullet point on page 1.
3. Explain the first 6 bullet points on page 2.

**Tobacco Industry Marketing Overview**

1. Include the first paragraph of this website
2. In your own words: How does tobacco product advertising affect youth smoking?
3. In your own words: How do tobacco industries target diverse communities and women?

**Food, Drug, and Cosmetic Act**

1. Give a brief overview of the act
2. What are their 2 goals (be specific) – this should only be a sentence for each goal
3. What does this act NOT regulate?

**Automobile Information Disclosure Act**

1. Give a brief overview of the act
2. What are the items that must be on the automobile sticker (you can put this into your own words)
3. What are the penalties?

**Robocalls**

1. What is a robocall?
2. What’s the FTC doing about robocalls?
3. What prerecorded calls are allowed?

**Children’s Television Act**

1. The FCC has adopted rules that EVERY television station must (list the 3 items each TV station must have)
2. What are the commercial time limitations (explain in your own words), and who does this apply to?
3. What is their rule on Internet website listings on TV commercials during programming?

**Marketing Endorsement Laws**

1. Give a brief overview of what an endorsement is.
2. What are the 3 basic truth in advertising principles of endorsement marketing?
3. Why did the FTC revise its Endorsement Guides to include social media?

**Made in the USA Claims**

Click on “Selling American Made Products…”

1. According to the Federal Trade Commission, what does “Made in the USA mean?”
2. What are the only 3 products that require a Made in the USA label?
3. Give a brief overview of the American Automobile Labeling Act.

**Children’s Online Protection Privacy Rule (COPPA)**

1. Give a brief overview of the purpose of COPPA.
2. What does the rule require?
3. When are you covered by COPPA?