



The Fair Housing Institute, Inc.

Fair Housing Focus: Marketing and Advertising© Syllabus

Training Time: 20 minutes -10 Question Exam and Certificate of Completion

Marketing and Advertising

- Introduction
- Marketing and advertising
- The broad definition
- Discriminatory statements
- Multiple examples
- Words to avoid
- Problematic phrases
- Marketing cheat sheet
- Pictures
- Diversity in advertising
- Use of stock photos and models
- Advertising over time
- Social media
- Marketing on digital platforms
- Website and app accessibility
- Legal basis
- ADA website accessibility guidelines
- WCAG technical standards
- Serial-filing
- Summary
- Exam

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