

# COURSE SYLLABUS

## **Fair Housing Focus - Marketing and Advertising**

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



Fair Housing Institute<sup>TM</sup>

# CONTENT

## Marketing and Advertising

- 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
- ADA website accessibility guidelines
- WCAG technical standards
- Serial-filing
- Summary

## Certification Exam

- 10-question multiple-choice exam
- 80% or higher required to pass and earn a certificate





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