

# COURSE SYLLABUS

Fair Housing Focus - Marketing and Advertising

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



Fair Housing Institute

## CONTENT

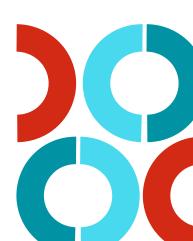
### **Marketing and Advertising**

- 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







- **404)** 490-3408
- FHITeam@fairhousinginstitute.com
- FairHousingInstitute.com

