

# 3E education module

Creating a  
moral compass mindset  
for advertising  
in the digital world



ETHICS  
EDUCATION

Why...

is the **3E** module important?

The **3E** module provides present and future advertising professionals with a moral compass mindset to help deliver responsible advertising that is legal, decent, honest, and truthful.

By focusing on digital advertising, this module raises awareness of the need to create responsible advertising campaigns, which in turn help to increase consumer trust in brands and thereby help create a competitive advantage.



Who...

is the **3E** module for?

EASA has created this innovative educational module for aspiring and lifelong learning professionals, including

- **Advertisers** who demand responsible marketing communications to maximise their brand reputation;
- **Small and medium sized enterprises** who want to create responsible advertising in-house;
- **Agencies** who want to produce creative yet responsible communications;
- **Media** who seek the trust of their audiences when publishing or broadcasting advertising;
- **Students in the advertising sector** who want to focus on responsible advertising on digital media platforms.



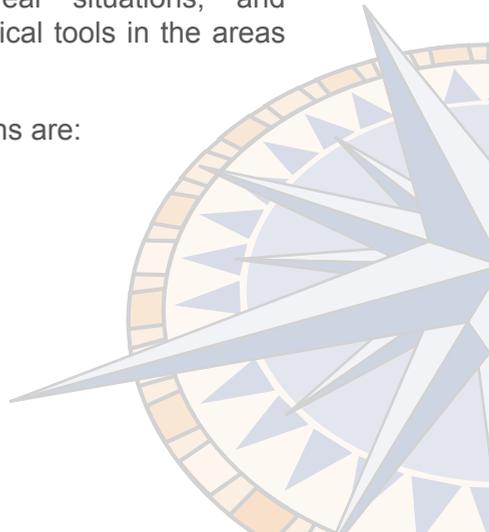
What...

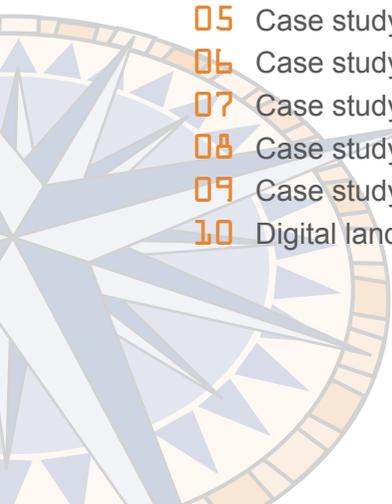
is the 3E module?

The 3E module consists of 10 lessons that can be used as one package or individual lessons can be selected and taught separately.

Every lesson offers interactive activities in marketing communications based on real situations, and empowers students to use practical tools in the areas of creativity and problem solving.

The topics of the 10 (core) lessons are:



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- 01 The evolution of advertising
  - 02 The moral compass - an advertising navigational tool in the digital landscape
  - 03 Checks and balances in the digital environment
  - 04 Targeting - yesterday, today, tomorrow
  - 05 Case study: humour
  - 06 Case study: social issues (smoking)
  - 07 Case study: special interests (children)
  - 08 Case study: sexual stereotyping
  - 09 Case study: misleading advertising
  - 10 Digital landscape best practices

How...

## can I participate?

EASA members (advertising self-regulatory organisations and advertising industry associations) can apply directly to EASA via [www.easa-edu.org](http://www.easa-edu.org).

Higher educational institutions (HEIs) and educators, as well as small and medium sized enterprises (SMEs) can apply either through their local self-regulatory organisation, or on [www.easa-edu.org](http://www.easa-edu.org).

All other interested parties, please contact Irina Little, EDU Programme Manager at [irina.little@easa-alliance.org](mailto:irina.little@easa-alliance.org)





What...

is the cost?

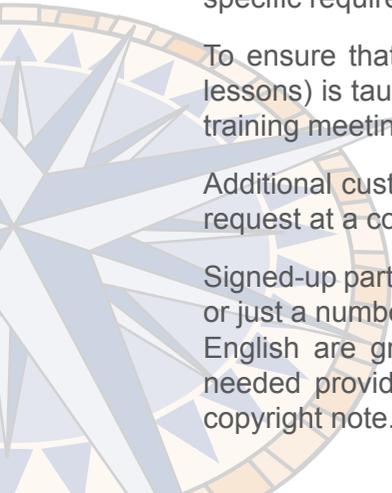
All (core) lessons are available in English, and are provided free of charge for both EASA members and their local associated partners (HEIs and SMEs), *only after signing the 3E Education Charter*. Payment conditions apply for other parties.

EASA will review and approve all applications, and may decline any application which does not comply with the specific requirements established in the EASA Charter.

To ensure that the module (or the number of chosen lessons) is taught to a high standard level, at least one training meeting must take place (at a fee).

Additional customised lessons can be developed upon request at a cost.

Signed-up participants wanting to teach the full package or just a number of lessons in a different language than English are granted permission to translate them as needed provided they notify EASA first, and use the copyright note.



More info: [www.easa-edu.org](http://www.easa-edu.org)

The European Advertising Standards Alliance (EASA) is the single authoritative voice of advertising self-regulation.

It promotes high ethical standards in commercial communications by means of effective self-regulation for the benefit of consumers and business alike.

European Advertising  
Standards Alliance

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