

Advertising and Marketing Law is a body of law that covers all aspects of advertising and marketing. Businesses use a variety of print and electronic media to provide information to consumers, e.g., radio, television, social media, magazines, mailings. This area of law involves regulations set by government agencies. There are complex laws that protect consumers from being harmed by information, whether it be a statement made by a pharmaceutical company or a juice company. All industries are impacted by advertising and marketing laws.

Advertising and Marketing Law attorneys help individuals and businesses navigate the various consumer protection laws and regulations. Attorneys may work with government agencies to enforce these laws or in the legal department of a company or on behalf of consumers. Attorneys may help protect intellectual property interests, first amendment rights, contractual rights, among the myriad of issues that can arise in this context. For additional information on Advertising and Marketing Law, see the <u>Legal Marketing Association</u> or the <u>Business Law Section (ABA)</u>.

Job Type	Typical Duties
Federal Agencies	Oversee the advertising and marketing of businesses.
Bureau of Labor Statistics	Regulate advertising and marketing practices.
Federal Trade Commission (FTC)	Make rules and regulations dealing with advertising and marketing.
Federal Communications	Enforce rules and regulations
Commission (FCC)	
<u>Federal Jobs</u>	
FL State Agencies	Regulate businesses and issue licenses to professionals in the State
Florida Department of Business	of Florida (DBPR).
and Professional Regulation	Gather and analyze data on consumers and competitors.
(DBPR)	Enforce rules and regulations.
Florida State Jobs	
Private Law Firms	Ensure businesses are in compliance with advertising, marketing,
	and promotional laws.
	Protect intellectual property of businesses.

Student Organizations

<u>Association of Business Law Students</u>

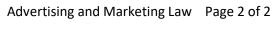
Intellectual Property Law Society

Professional Organizations

Legal Marketing Association

Business Law Section (ABA)

If any of the links attached to this document are in error please contact law-careerdevelopment@nova.edu with the name of the page and URL in error so that it can be corrected. Thank you.





Local Bar Administrative Law Sections

Other Activities

Obtain an internship with an advertising and marketing law attorney or firm.

Periodically check the **Symplicity Job Board** for opportunities in this area of law.