Online Training Webinar
Code of practice for the marketing of health products

25 February 2026
09h00-11h00
Online: Microsoft Teams

Presenter:
Dr. Belinda Meyer – Stakeholder and Operations Officer: Marketing Code Authority
Lize Cronje - Training Officer: Marketing Code Authority

Workshop Framework: Marketing Code 101
Participants will be introduced to the Marketing Code Authority and the principles and processes for the ethical marketing of medicines, including complementary medicines, and medical devices.
Training will include:
- Overview of the regulatory environment for health product promotion
- Code requirements for advertising and promotion, including claims and self-medication products
- Use of artwork, visuals, social media, and AI in marketing
- Comparative advertising and approval of promotional materials and events
- Guidance on the requirements for competitions, donations, and sponsorships
- Ethical considerations for meetings and events
- Understanding certification requirements
- Practical case studies to apply learning

Who should take this course?
Customer facing sales, marketing and medical personnel and regulatory departments in the health products industry. The course forms a basis for online certification with the MCA.

The course assumes that participants have at least read through the Code.

Course Outcomes:
Attendees will have insight into
- The regulatory framework governing the promotion of medicines and medical devices
- Requirements for advertising, claims, and promotional activities, including social media and AI
- Considerations for the approval of promotional materials, events, sponsorships, and donations
- Practical application of the Code through case studies

Cost:
- R500 per person
- Attendees completing the MCA Code online certification within a month of the training will receive a 30% discount on the assessment fee. MCA members may complete the online certification free of charge

Registration Process:
- Course registration at www.saapi.org.za
- If you have not already done so, you will need to register your details on the SAAPI website and create a customer account
- **Please make sure you fill in the Billing address on your registration form and not your personal address**
- Please follow the prompts and enter all information required
- **Payment reference:** Invoice number

For more information, please contact:
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