



*Training Course:
Intellectual Property for Digital Marketing and
Social Media*

*4 - 8 October 2026
Dubai (UAE)*

Training Course: Intellectual Property for Digital Marketing and Social Media

Training Course code: SM236613 From: 4 - 8 October 2026 Venue: Dubai (UAE) - Training Course Fees: 5200 € Euro

Introduction

Digital marketing and social media have transformed the way organizations create, distribute, and promote content. At the same time, they have introduced significant intellectual property challenges involving copyrights, trademarks, brand assets, images, videos, music, user-generated content, influencers, and emerging AI-generated materials.

This 5-day training program, [designed by Global Horizon Training Center](#), provides marketing and communications professionals with a practical understanding of intellectual property principles within the digital environment. The program focuses on protecting organizational IP assets, using third-party content appropriately, reducing infringement risks, managing brand presence across digital channels, and developing IP-aware marketing practices.

Participants will gain the knowledge required to identify intellectual property risks and opportunities throughout the lifecycle of digital marketing campaigns and social media activities.

Objectives

By the end of this training program, participants will be able to:

- Understand the fundamental principles of intellectual property relevant to marketing.
- Distinguish between copyrights, trademarks, patents, designs, and trade secrets.
- Identify intellectual property rights associated with digital and social media content.
- Apply copyright principles when using images, videos, music, graphics, and written content.
- Understand licensing, permissions, attribution, and content usage rights.
- Protect trademarks and brand identity across digital platforms.
- Identify and mitigate IP risks in advertising and social media campaigns.
- Manage intellectual property considerations when working with agencies, influencers, creators, and external suppliers.
- Address user-generated content and content-sharing risks.
- Understand emerging intellectual property considerations related to generative AI.
- Develop effective internal practices for IP-compliant digital marketing.

Course Methodology

The program combines instructor-led presentations with practical marketing examples, case analysis, guided discussions, campaign scenarios, and intellectual property risk assessments. Participants will examine common situations encountered by marketing teams and learn how to incorporate IP considerations into campaign planning, content creation, publication, and brand management.

Organizational Impact

Organizations whose marketing teams complete this program will be better positioned to:

- Reduce exposure to copyright and trademark infringement.
- Strengthen protection of corporate brands and digital assets.
- Improve compliance in digital marketing activities.
- Establish clearer processes for approving and licensing marketing content.
- Reduce risks associated with third-party and user-generated content.
- Improve coordination between marketing, communications, and legal functions.
- Strengthen governance of influencer and agency relationships.
- Address emerging IP risks associated with AI-generated content.

Target Audience

This program is suitable for:

- Marketing Managers and Marketing Professionals
- Digital Marketing Teams
- Social Media Managers and Specialists
- Brand Managers
- Corporate Communications Professionals
- Content Managers and Content Creators
- Advertising and Campaign Professionals
- Public Relations Professionals
- E-commerce Marketing Teams
- Marketing Compliance Professionals

- Professionals responsible for managing organizational digital content and brand assets

Outlines

Day 1: Intellectual Property Fundamentals for Marketing

- Understanding intellectual property and its business value
- Main categories of intellectual property:
 - Copyright
 - Trademarks
 - Patents
 - Industrial designs
 - Trade secrets
- Ownership versus permission to use intellectual property
- IP rights in the marketing and communications environment
- Identifying organizational intellectual property assets
- Intellectual property throughout the marketing lifecycle
- Employee-created and externally commissioned marketing materials
- Common IP risks faced by marketing departments
- Responsibilities of marketing teams in protecting organizational IP

Day 2: Copyright and Digital Content Management

- Copyright principles applicable to digital marketing
- Copyright protection for:
 - Photographs and images
 - Videos
 - Graphics and illustrations
 - Written content
 - Music and audio

- Presentations and marketing materials
- Understanding ownership of digital content
- Licensing and permissions for third-party materials
- Royalty-free, rights-managed, and licensed content
- Creative Commons and open-license considerations
- Attribution and credit requirements
- Website and blog content considerations
- Reposting, sharing, embedding, and adapting online content
- Managing copyright risks before publishing campaigns

Day 3: Trademarks, Branding and Social Media

- Trademark fundamentals for marketing professionals
- Protecting company names, logos, slogans, and brand elements
- Trademark use in online advertising
- Brand protection across social media platforms
- Using third-party trademarks in marketing communications
- Comparative advertising and trademark considerations
- Hashtags, usernames, handles, and domain names
- Brand impersonation and unauthorized brand usage
- Counterfeit products and online brand abuse
- Monitoring digital channels for potential infringement
- Responding to misuse of organizational brand assets
- Building an effective digital brand-protection approach

Day 4: Influencers, User-Generated Content and Digital Campaigns

- IP considerations in influencer marketing
- Ownership of influencer-created content

- Content usage and reuse rights
- Defining intellectual property clauses in influencer agreements
- Working with advertising and creative agencies
- Ownership of agency-created marketing materials
- User-generated content and intellectual property
- Obtaining permission to reuse customer content
- Competitions, promotions, and social media campaigns
- Memes, viral content, and remix culture
- Managing third-party content within campaigns
- Pre-publication IP checks for digital campaigns
- Identifying and managing high-risk marketing activities

Day 5: AI, Emerging IP Risks and Marketing IP Governance

- Generative AI and its impact on digital marketing
- Intellectual property considerations for AI-generated:
 - Text
 - Images
 - Videos
 - Audio
 - Advertising concepts
- Ownership considerations surrounding AI-generated materials
- Risks of using copyrighted material with AI tools
- Trademark and brand risks associated with generative AI
- Deepfakes, synthetic media, and brand reputation
- Establishing internal rules for responsible AI content creation
- Developing an IP review process for marketing campaigns
- Content approval and documentation procedures

- Maintaining records of licenses, permissions, and usage rights
- Developing an intellectual property checklist for marketing teams
- Building an IP-aware culture within marketing and communications
- Final review and key implementation priorities

Registration form on the Training Course: Intellectual Property for Digital Marketing and Social Media

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€ Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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