

# CompliMed Code E-learning Courses 2016

**ORIGINATORS & REVIEWERS:** For those involved in the copy approval of promotional and non-promotional material.

This is an in-depth look at useful checklists used during the approval process to achieve efficient sign-off – from concept discussion and supporting documentation to technical accuracy and scientific review. Checklists are illustrated throughout with relevant case examples.

<b>Format:</b>	Series of 4 modules, approximately 1-2 hours each to complete and can be completed in stages.
<b>Content:</b>	<p>Module 1: What is Copy Approval?</p> <ul style="list-style-type: none"> <li>• Copy approval process and standards</li> <li>• Essential information to determine route of approval</li> <li>• Case examples</li> </ul> <p>Module 2: Promotion and non-promotion</p> <ul style="list-style-type: none"> <li>• Principles of promotion</li> <li>• Principles for some key non-promotional areas</li> </ul> <p>Module 3: Origination</p> <ul style="list-style-type: none"> <li>• The originator’s checklist: initiation, documentation, approval and archiving</li> <li>• Responsibilities</li> <li>• Working with agencies</li> </ul> <p>Module 4: Review</p> <ul style="list-style-type: none"> <li>• The reviewer’s checklist: technical, scientific and Code review</li> <li>• Working with signatories</li> </ul>
<b>Validation:</b>	Learning quiz consisting of 5 randomised multiple-choice questions per module.
<b>Cost:</b>	A course license costs £249 (ex VAT) per user.

