Independently validated.

Three peer-reviewed studies.

IAE certification helps develop the judgment people bring to advertising decisions.

CEAE · 2024

McAlister, Richards & Torrance

Endicott cohorts

9 of 12 measures favored CEAE

Two Endicott cohorts, 192 students. Certified students reported stronger ethical attitudes and confidence, including greater importance attached to speaking up.

Read the published study

CEAE · 2024

Erin Schauster

University of Colorado Boulder

Stronger principled moral reasoning

Students improved significantly on a standardized reasoning measure during a course combining CEAE, ethics coursework and reflection.

Read the published study

CEAS · 2026

Christopher Vardeman

Towson University

+6.5 points with CEAS vs +0.3

Average moral-reasoning gains in two sections of the same course, with 50 students. Both measures improved significantly within the CEAS group.

Read the published study

All three studies published in the Journal of Advertising Education. Research conducted in university settings.

IAE certification today
Current program-wide reach

7,500+ certificants

250+ companies and universities represented

These are IAE's current program-wide totals, separate from the study samples described above.