

Journal of Public Policy & Marketing publishes scholarly papers and comment pieces that reflect current domestic and international policy initiatives. As government policies increasingly affect the private sector, academic research focusing on public policy and business has never been more relevant.

The following list includes JPP&M topics and corresponding public policy actions:

JPP&M Topics	U.S. and International Agency Action on These Topics
Advertising/Advertising Communication	<p>May 2010 FTC: Improving advertising literacy among adolescents</p> <p>January 2010 (and ongoing) SCOTUS: Doe v. Reed</p> <p>January 2010 SCOTUS: Citizens United v. Federal Election Commission</p> <p>Initiated in 2007 (and ongoing) European Union: Unfair Commercial Practices Directive specifically bans advertising to children (Sweden)</p>
Cigarette Marketing	<p>June 2009 U.S. Congress, FDA: Family Smoking Prevention and Tobacco Control Act: Effects of graphic visual warnings on tobacco packages</p>
Covert/Deceptive Marketing	<p>November 2009 FTC: Rule to Prevent Deceptive Marketing of Credit Reports and to Ensure Access to Free Annual File Disclosures</p> <p>June 2010 European Union: Directive on Credit Agreement for Consumers</p>
E-Commerce	<p>May 2010 U.S. Congress: Bill to Protect Internet from FCC Regulation</p> <p>May 2009 European Union: Surf Without Borders Initiative on Consumer Digital Rights</p>
Food Labeling	<p>September 2009 FDA: Experimental Study of Nutrition Facts Label Format</p> <p>October 2009 FDA: Front-of-Package Labeling Initiative</p>
Food Marketing and Obesity	<p>March 2010 Dept. of Agriculture, Dept. of Health & Human Services, & Dept. of Education: Task Force on Childhood Obesity</p> <p>June 2009 FDA: Spot the Block Campaign targeting parents and tweens to make healthful eating choices</p>
Privacy	<p>January 2010 (and ongoing) SCOTUS: Doe v. Reed</p> <p>January 2010 FTC: Program to Keep Web Site Operators in Compliance with the Children's Online Privacy Protection Rule</p> <p>January, March 2010 FTC: Ongoing roundtables on consumer privacy</p> <p>Initiated in 2007 (and ongoing) European Union: Unfair Commercial Practices Directive</p>
Direct-to-Consumer Marketing	<p>March 2010 FDA: Direct-to-Consumer Prescription Drug Advertisements; Presentation of the Major Statement in Television and Radio Advertisements in a Clear, Conspicuous, and Neutral Manner</p> <p>May 2009 FDA: Presenting Risk Information in Prescription Drug and Medical Device Promotion</p>