



STATUTORY INSTRUMENTS.

**S.I. No. 493 of 2023**



INDUSTRIAL TRAINING (MARKETING INDUSTRY) ORDER 2023

S.I. No. 493 of 2023

INDUSTRIAL TRAINING (MARKETING INDUSTRY) ORDER 2023

An tSeirbhís Oideachais Leanúnaigh agus Scileanna, after making such inquiries as it thinks proper and consultation with organisations and associations appearing to it to be representative of substantial numbers of employers in the activities referred to in this Order and of substantial numbers of persons employed in such activities, in exercise of the powers conferred on it by section 23 of the Industrial Training Act 1967 (No. 5 of 1967) and by section 38 of the Further Education and Training Act 2013 (No. 25 of 2013) hereby makes the following Order:

1. This Order may be cited as the Industrial Training (Marketing Industry) Order 2023.

2. The following activities are hereby declared to be designated industrial activities for the purposes of the Industrial Training Act 1967 (No. 5 of 1967):

- (a) the creation, design, researching, testing, planning, management, implementation, evaluation and/or analysis of marketing initiatives.

3. In this Order:

"marketing initiatives" means any communication or series of communications, in any form, that is or are intended to increase or otherwise affect the level of recognition, awareness, appeal or consumption of a particular product, service, brand, organisation, opinion, social issue or similar matter.

4. The provisions of this Order shall not apply to any activity of industry for which a separate industrial training order is, for the time being, in force.



GIVEN under the Official Seal of An tSeirbhís  
Oideachais Leanúnaigh agus Scileanna,

14 September 2023.

The Seal of An tSeirbhís Oideachais Leanúnaigh agus  
Scileanna was affixed in the presence of:

SEAN AYLWARD

SOLAS Chairman

a member of An tSeirbhís Oideachais Leanúnaigh agus  
Scileanna, authorised by An tSeirbhís Oideachais  
Leanúnaigh agus Scileanna to act in that behalf.

ANDREW BROWNLEE

SOLAS CEO

a member of An tSeirbhís Oideachais Leanúnaigh agus  
Scileanna, authorised by An tSeirbhís Oideachais  
Leanúnaigh agus Scileanna to act in that behalf.

EXPLANATORY NOTE

*(This note is not part of the Instrument and does not purport to be a legal interpretation.)*

An tSeirbhís Oideachais Leanúnaigh agus Scileanna was established under the Further Education and Training Act 2013 to promote training in industry and commerce.

This Order defines the activities of the marketing industry in relation to which An tSeirbhís Oideachais Leanúnaigh agus Scileanna shall exercise its functions in the creation of statutory apprenticeships.

BAILE ÁTHA CLIATH  
ARNA FHOILSIÚ AG OIFIG AN tSOLÁTHAIR  
Le ceannach díreach ó  
FOILSEACHÁIN RIALTAIS,  
BÓTHAR BHAILE UÍ BHEOLÁIN,  
CILL MHAIGHNEANN,  
BAILE ÁTHA CLIATH 8,  
D08 XAO6

Tel: 046 942 3100  
r-phost: [publications@opw.ie](mailto:publications@opw.ie)

DUBLIN  
PUBLISHED BY THE STATIONERY OFFICE  
To be purchased from  
GOVERNMENT PUBLICATIONS,  
MOUNTSHANNON ROAD,  
KILMAINHAM, DUBLIN 8,  
D08 XAO6

Tel: 046 942 3100  
E-mail: [publications@opw.ie](mailto:publications@opw.ie)

€ 3.00

