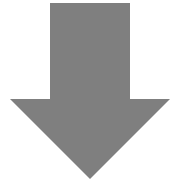


# Chapter 4

## **Marketing ethics**

- Business ethics
  - Moral and ethical dilemmas that can arise in a firm
- Marketing ethics
  - Ethical problems specific to marketing

- Firms must decide what is more important, e.g.,
  - Profit vs user privacy
  - Environment vs increase production
  - Deceptive advertising vs real promotion



Research can help find alternative solutions!

- Find better ways to analyze data
- Create products using less resources
  - Nike: <https://www.youtube.com/watch?v=D2t6yc1t9KY>

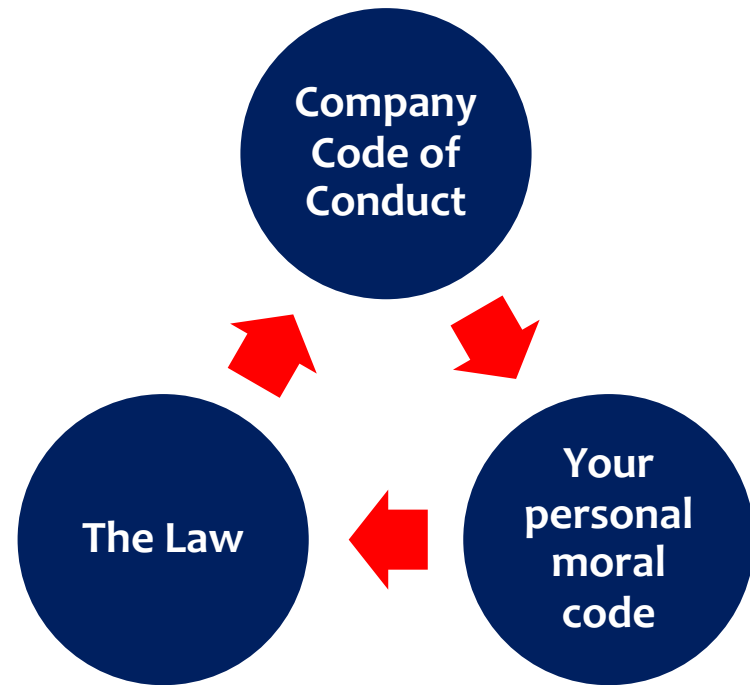
# Op-Ed Were the raw materials in your iPhone mined by children in inhumane conditions?



A customer compares a jet black iPhone 7, right, with her iPhone 6 at the Apple Store in Chicago, Ill. on Sept. 16, 2016. (Kiichiro Sato / Associated Press)

<http://www.latimes.com/opinion/op-ed/la-oe-merchant-iphone-supplychain-20170723-story.html>

- **Values**
  - Establish
  - Share
  - Understand
- **Rules**
  - Management commitment
  - Employee dedication
- **Controls**
  - Reward
  - Punishment



## Ethics

Ethics in business  
**moral principles**  
rules and regulation  
of right conduct rec  
values that guide t

Generally accepted code in marketing

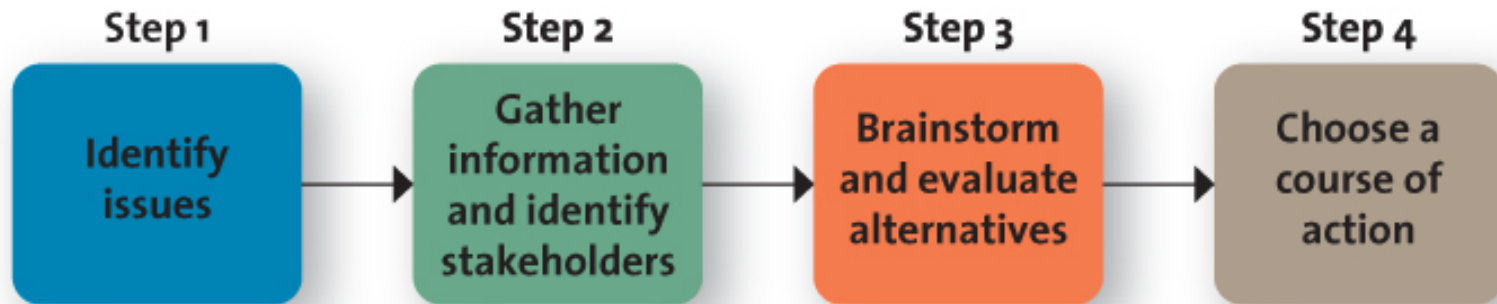
Flows from general norms of conduct to specific values

Subareas within marketing have their own code of ethics to deal with specific issues

AMA Website:

<http://www.marketingpower.com/AboutAMA/Pages/Statement of Ethics.aspx>

## A Framework for Ethical Decision Making



Critical in all situations that involve ethical decision making!!  
Particularly in high-stress, high-pressure situations!!