

Chapter 4

Marketing ethics

- Conscious marketing
- Ethical marketing decisions

Conscious marketing



Conscious marketing



Business ethics

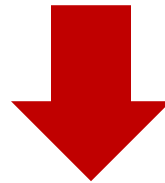
- Moral and ethical dilemmas that can arise in a firm or business settings

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/unethical advertising vs real promotion



Research can help find alternative solutions!

- Create products using less resources
 - Adidas: <https://www.youtube.com/watch?v=ph77V9O15aU>

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>

Vitaminwater

vitaminwater™ GLACÉAU

flu shots are so last year



essential
orange-orange (a-0)

although this product is not "part of a
you called" nutrition program," it does
contain many vitamins, and that's great
after all, who really has the time to do
seven pieces of wheat toast and a yogurt
while changing lanes on the freeway? not us.

vitamins + water = what's in your hand
one sip, swig or gulp may result in
beyond of other beverages.

defense
raspberry-apple (a-0-znc)

although this product is not "part of a
you called" nutrition program," it does
contain many vitamins, and that's great
after all, who really has the time to do
seven pieces of wheat toast and a yogurt
while changing lanes on the freeway? not us.

vitamins + water = what's in your hand
one sip, swig or gulp may result in
beyond of other beverages.

multi-v
vitaminwater (a-0-znc)

although this product is not "part of a
you called" nutrition program," it does
contain many vitamins, and that's great
after all, who really has the time to do
seven pieces of wheat toast and a yogurt
while changing lanes on the freeway? not us.

vitamins + water = what's in your hand
one sip, swig or gulp may result in
beyond of other beverages.

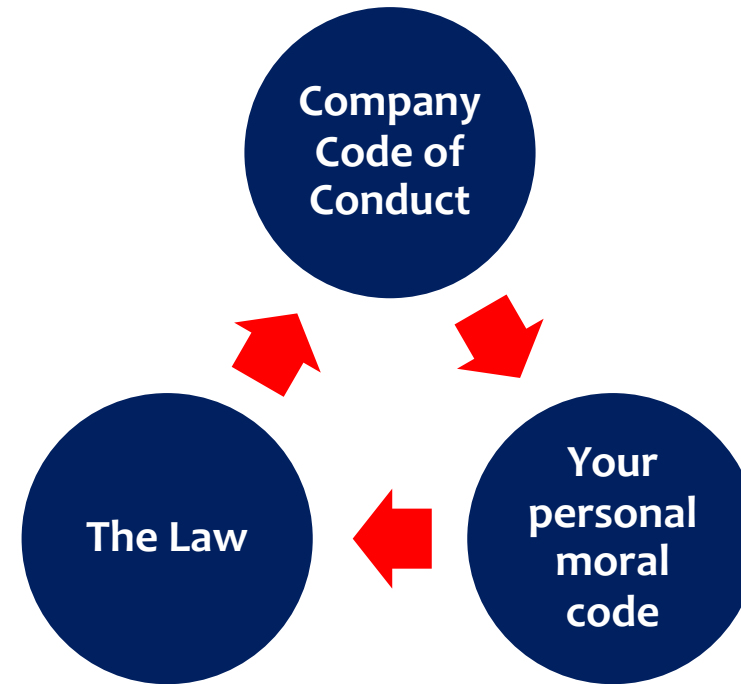
more vitamin c

more immunity

less snotty tissues

- Making false, exaggerated, or unverified claims
- Distortion of facts to mislead or confuse potential buyers
- Concealing dark sides or side effects of products or services
- Bad-mouthing rival products
- Using women as sex symbols for advertising
- Plagiarism
- Demeaning references to races, age, sex, or religion of marketing messages

- **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

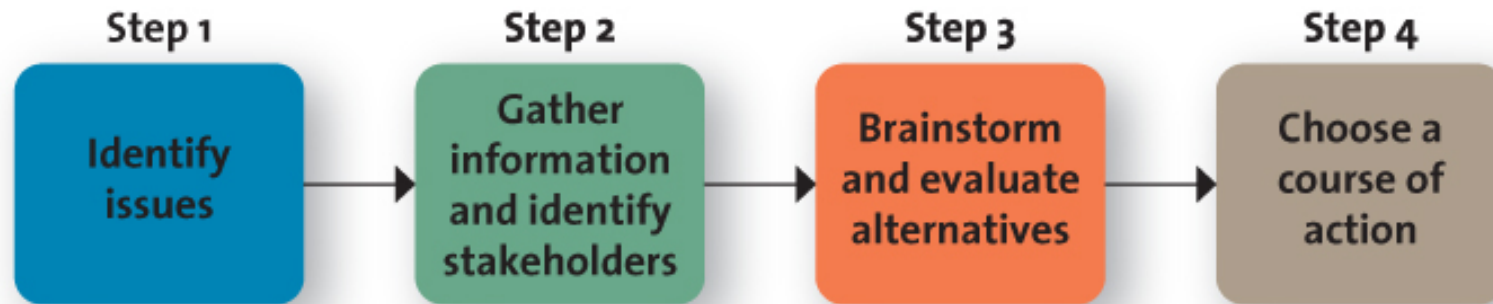
Subareas within marketing have their own code of ethics to deal with specific issues

AMA Website:

[http://www.marketingpower.com/AboutAMA/Pages/Statement of Ethics.aspx](http://www.marketingpower.com/AboutAMA/Pages/Statement%20of%20Ethics.aspx)

Ethical decision making

A Framework for Ethical Decision Making



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