



Marketing Ethics

Some people may think that the term "marketing ethics" is an oxymoron, or a contradiction in terms. Many people have a low opinion of marketers. Individuals receive unsolicited sales calls, junk mail, and spam. They watch advertisements that don't tell the whole story on products. They encounter salespeople who only seem to be interested in their own commissions.

Marketers, however, play a very important role in society. They deliver a standard of living. They identify new products. They find ways to get those products into customers' hands through convenient distribution and at low costs. If marketers did not work within a society, customers' choices would be very limited.

Ethical marketers abide by a set of standards outlined by the American Marketing Association.

These standards require that marketers must do no harm and adhere to all applicable laws and regulations. Marketers must make products that work, and advertising should not be intentionally deceptive or misleading. Marketers also must be honest, responsible, fair, respectful, open, and good corporate citizens.

Think Critically

1. Describe why individuals may have a low opinion of marketers.
2. Explain why marketers play an important role in society.
3. Describe ethical standards that marketers should follow.