



# *UNIT III*

## *Marketing Ethics*

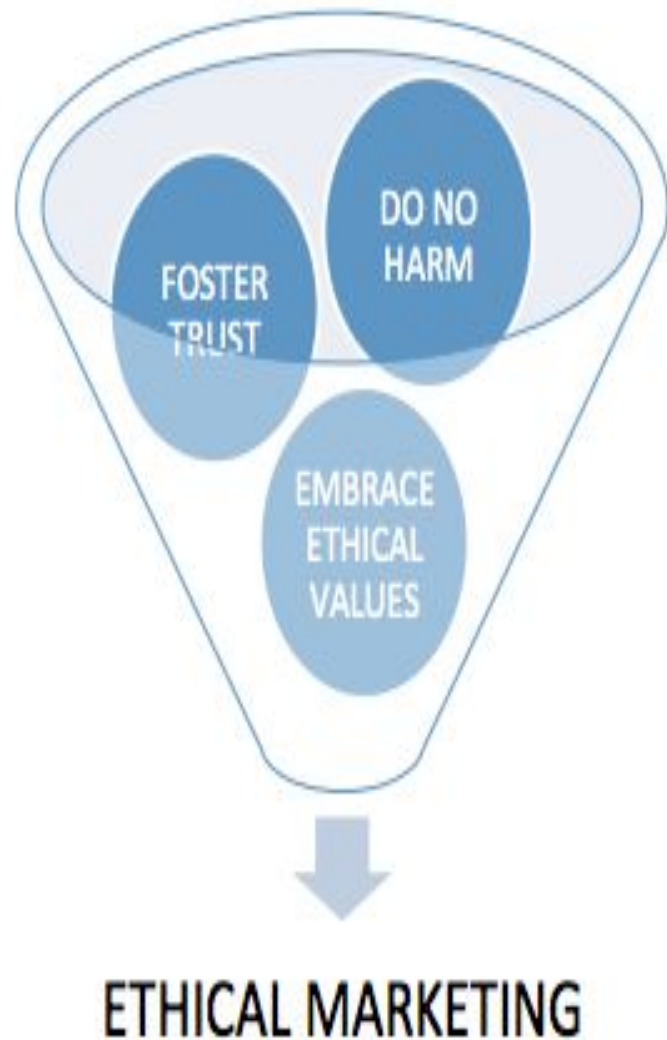


# Meaning ?

## Marketing ethics includes...



- *A standard by which a marketing actions can be judged as “Right” or “Wrong”.*
- *Area of applied ethics which deals with moral principles behind the operation and regulation of marketing.*



## Why we need Ethics in Marketing?

There are many reasons but will notify some:

- When an organization behaves ethically, customers develop more positive attitudes about the firm, its products, and its services.
- To create Values or trust with key stakeholders
- To build good image about the organization in the minds of customer, employees, shareholders and the society.

# *Ethical Issues in Marketing Ethics ?*



PRODUCT



DISTRIBUTION



PROMOTION



PRICING



# *Examples*

- *Only two Indian organizations have made it to the coveted 'World's Most Ethical Companies List' this year.*
- *Wipro Limited and Tata Steel Ltd. are amongst the 135 organizations that have been named the 'Most Ethical' by US-based Ethisphere Institute*
- *Other well-known organizations that made it to the list are: Accenture , Adobe , Canon , Dell , General Electric (GE) , Genpact , Hilton , Intel , Kellogg's , LinkedIn , L'Oreal , Manpower Group , Mastercard , Microsoft , Nokia , Pepsico , Visa , Volvo , Whirlpool.*

Thank you !

