Ethics – Video Case Study

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Ethics has been long a grey area of any professional in the corporate world. In marketing however, marketing managers constantly struggle with the standards of right and wrong. Ethical norms of often violated and are often grey areas. Managers constantly argue the different perspectives of right and wrong.

There are few basic tasks marketers can perform to make the correct choice. First, marketers can look at the legal environment and follow the laws that are put in place. Laws represent the minimum standard of ethical behavior in a given society. Moreover, the American Marketing Association provides a code of ethics of professional conduct, which provides marketers with conceptual guidance of ethical values. Some of which are to not knowingly do had and to adhere of all applicable laws and regulations. In addition, the AMA has recently added a section of online marketing which encourages its members to ask customers for consent before advertising or sending them advertising or newsletter. Furthermore, different industries such as the liquor industry are asked not to advertise on TV. Although, I have see a few TV commercials.

Also there are four values of ethical concern in todays marketing place. The issue of product asks marketers to offer a product that is of quality and safety and that it does not have a negative impact on the user and society. Some products that do not meet these ethical standards are pornography and cigarettes. Moreover, in the food industry, May chains are under pressure because they are knowingly doing bodily harm because of the obesity epidemic that has been going on. The issue of price is also an ethical value. Gasoline companies raise their prices on weekend and lower the prices on weekdays. Moreover, companies reduce their packaging size but still keep the same price. Product placement is also a huge factor where Wal-Mart refuses to take down video games that are rated mature. Lastly promoting with honesty can also be an issue. KFC claimed that their chicken is a healthy alternative to Burger King, yet they did not mention that this is only true if the user takes the skin of the chicken of. As we know very few people take the skin off.

A marketer needs to ask them selves, would I feel comfortable selling this product to the consumer. Or, would I be ok if my kids purchased this product. I think that’s a good way of evaluating ethical boundaries.

The role of the Ethics officer is to ensure the company's ethics and values remains intact to all employees and ensure best practices. Their role is to help everyone comply by the code and that they do not engage in illegal trade. Every employee is asked to abide by the concept of the ethics and if they have questions, the ethics offices tries to create examples of how an ethical principle can apply to the employees. However, employees sometimes see the ethical officer as the poise where the ethics officer job is to ensure that everyone in the company works under the same standard and regulations.

Since online marketing has been a relatively new industry, there have been many issues around it such as spamming and bombarding users with ads. Marketers claim that they are allowed by the first amendment and the users claim that the advertiser should gain the users trust and consent. The FTC has created rules and regulations that online marketers need to abide by and that can keep the users happy so that both parties are following the same ethical standard.