

Paper –Marketing Management

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Topic- Ethical Norms and Values for Marketers

Several associations and organisations have identified guidelines for ethics in marketing. In India, for example, the Advertising Standards Council of India provides such guidelines to be followed by advertisers. On the international level, the American Marketing Association has prescribed rules to guide marketing behaviour. Norms are established standards of conduct that are expected and maintained by marketers. Values represent the collective view of what people find desirable, important and morally appropriate. Marketers should follow the highest ethical norms and values as part of their responsibility toward stakeholders like customers, employees, investors, channel members, regulators and the society. Marketers must embrace, communicate and practise the fundamental ethical values that will improve consumer confidence in the integrity of the marketing activities. The basic values are honesty, responsibility, fairness, respect and openness. All marketers have to evaluate whether they are truly practising ethical and socially responsible marketing.