



ETHICAL STANDARDS





ETHICS IN MARKETING

ETHICAL ISSUES IN MARKETING

- **Marketing ethics** Marketers' standards of conduct and moral values.
- Many companies create ethics programs to train employees to act ethically.
- Employees' personal values sometimes conflict with employers' ethical standards.



ETHICS IN PRODUCT/PACKAGE STRATEGY

- Example: Package strategy.
 - Larger packages are more noticeable on the shelf.
 - Oddly sized packages make price comparison difficult
 - Actual versus apparent size
- Example: Product strategy.
 - Misleading or inadequate information
 - Excessive or environmentally-unfriendly packaging
 - Product testing: on animals or insufficient testing to reveal safety concerns
 - Marketing socially controversial products
 - Marketing unsafe products

ETHICS IN DISTRIBUTION

- What is the appropriate degree of control over the distribution channel?
- Should a company distribute its products in marginally profitable outlets that have no alternative source of supply?

ETHICS IN PROMOTION

- Truth in advertising is the bedrock of ethics in promotion.
- Marketing to children has come under increased scrutiny.
- Marketing beer to college students, including through providing promotional items such as shirts and hats, raises ethical questions.

ETHICS IN PRICING

- Most regulated aspect of a firm's marketing activities.

FOUR AREAS OF PRICING ARE CONSIDERED UNETHICAL AND ILLEGAL:

- **Deceptive Pricing:** Where a salesperson tries to influence lure customers into a store. Thereafter, a salesperson tries to influence to buy a higher-priced item.
- **Unfair Pricing:** When competitors are driven out by low prices the company raises price back to their former level.
- **Price Discrimination:** It can be unethical if similar buyers are charged different prices for the same based on their ability to pay.
- **Price fixing:** It is an agreement among firms in an industry to set up prices at certain levels.

MARKETING'S RESPONSIBILITIES

- Marketing decisions must involve consideration of general well-being and even potential global effects.
- Some organization help promote social causes or practice socially responsible investing.

MARKETING AND ECOLOGY

- Ecology is the study of the relationship between natural things and their environment.
- Protection of the environment influences all areas of marketing decision making.
- Marketing system produces billions of tons of packaging materials annually.
- **Green marketing** Production, promotion, and reclamation of environmentally sensitive products.



ETHICS IN EDUCATION

What Are Work Ethics?



Work Ethics

Work Ethics for an Employer

- To provide a safe work environment for staff and employees
- To treat employees with dignity and respect
- To provide a fair wage for the services rendered
- To handle all business transactions with integrity and honesty

Work Ethics for an Employee

- To show up on time
- To tend to company business the whole time while at work
- To treat the company's resources, equipment and products with care
- To give respect to the company by working with honesty and integrity



WHAT DO PROFESSIONAL ETHICS IN EDUCATION INCLUDE?

Ethical Standards for the Teaching and Training Profession

- Laws that affect schools and teachers come from federal, state and local authorities.
- These laws affect employment, contracts, tenure and dismissal.

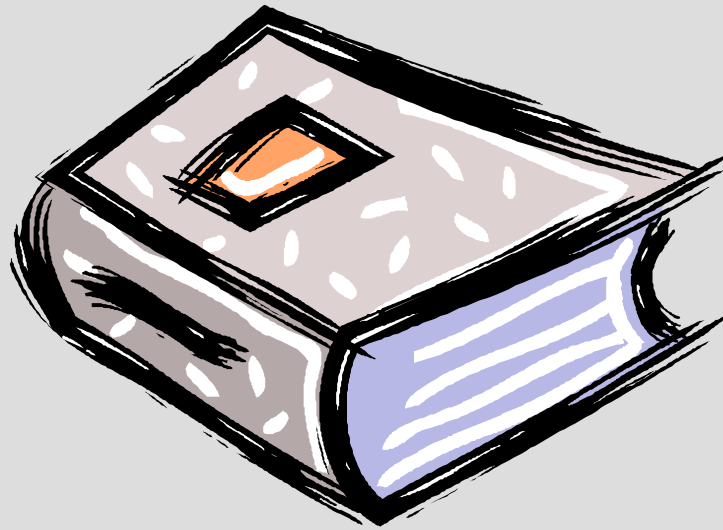


Compliance

- Individuals who are compliant within the framework of the law and lawful instructions from their school district are considered ethical educators.
- Educators must always be conscientious of all duties and responsibilities.



Follow Policies and Procedures



Non-Compliance

- Non-compliance issues may range from habitual tardiness to more serious issues such as sexual harassment or fraudulent use of the district's monies.
- All districts handle non-compliance situations differently.



Ethical Decisions and Consequences

Almost every day, the news reports situations where teachers, coaches and administrators are not ethical.



Public Schools teacher arrested in meth sting

Idaho teacher ethics panel hears hundreds of complaints

Two teachers back at work after ethics investigation

High School teacher accused of embezzling in 2011, plead guilty this morning to grand theft, which is a second degree felony.

Since 1995 dozens of teachers and aspiring teachers in Memphis, Arkansas and Mississippi paid a broker from \$1,500 to \$3,000 to have others take their licensing exams.

Social Networking Sites

Educators in some districts have experienced problems with inappropriate communications with students, as well as inappropriate content being posted on their page by themselves or their “friends.”



Fraud and Financial Impropriety

- All employees should act with integrity and diligence in duties involving the district's financial resources.
- All districts prohibit fraud and financial impropriety.



- Forgery
- Misappropriation of funds
- Impropriety in the handling of money
- Profiteering
- Destroying, removing or inappropriately using records or equipment
- Any other dishonest act regarding the finances of the district

What Do Professional Ethics Include?



Professional Ethics



- Professional manner
- Personal life
- Respect for resources
- Guidelines for professional ethics

Professional Manner



Professional manner includes being:

- on time
- polite
- respectful
- dependable

Personal Life



- Separate work life from private life
- Avoid discussing personal problems
- Keep personal telephone calls to a minimum

Do Not Steal or Waste Resources



- Stealing is
 - illegal
 - unethical
- Do not take items such as:
 - cash
 - property
 - office supplies
 - food
 - school supplies