

Ethics In Social Marketing

The Role of Ethics in Advertising and the Effects of Social Media Majed Almutairi 2014-07-09 Seminar paper from the year 2014 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, University of Wisconsin-Milwaukee, course: Marketing Ethics, language: English, abstract: In this study, the examination revolves around three main issues which include ethics, advertising and social media effects. Ethics basically refers to moral principles which control an individual behavior with respect to activities carried out. Alternatively, advertising refers to method by which sellers communicate to buyers in the market. The study will look at ethics in advertising as a way to govern communication between buyers and sellers. In addition, the study will examine the effects of social media on ethics in advertising (Ibrahim, 2008). When talking about ethics in advertising, it refers to well defined principles upon which communication between buyers and sellers is governed. Therefore, this implies that ethic is classified as an important tool in the advertising industry. Advertising has many benefits; however, certain points employed don't match the required ethical norms.

The SAGE Handbook of Social Media Marketing Annmarie Hanlon 2022-06-16 Social media marketing has become indispensable for marketers who utilize social media to achieve marketing objectives ranging from customer care to advertising to commerce. This Handbook explores the foundations and methodologies in analysing the important aspects of social media for organisations and consumers. It investigates critical areas concerning communities, culture, communication and content, and considers social media sales. This Handbook brings together the critical factors in social media marketing as the essential reference set for researchers in this area of continued growth. It is essential reading for postgraduate students, researchers, and practitioners in a range of disciplines exploring the area. Part 1: Foundations of Social Media Marketing Part 2: Methodologies and Theories in Social Media Part 3: Channels and Platforms in Social Media Part 4: Tools, Tactics, and Techniques in Social Media Marketing Part 5: Management and Metrics in Social Media Part 6: Ethical Issues in Social Media

Media Ethics Patrick Lee Plaisance 2013-11-13 Media Ethics: Key Principles for Responsible Practice makes ethics accessible and applicable to media practice, and explains key ethical principles and their application in print and broadcast journalism, public relations, advertising, marketing, and digital media. Unlike application-oriented casebooks, this text sets forth the philosophical underpinnings of key principles and explains how each should guide responsible media behavior. Author Patrick Lee Plaisance synthesizes classical and contemporary ethics in an accessible way to help students ask the right questions and develop their critical reasoning skills, as both media consumers and media professionals of the future. The Second Edition includes new examples and case studies, expanded coverage of digital media, and two new chapters that distinguish the three major frameworks of media ethics and explore the discipline across new media platforms, including blogs, new forms of digital journalism, and social networking sites.

Beyond The Dark Arts: Advancing Marketing And Communication Theory And Practice Linda Brennan 2023-04-25 Marketing and communications are ever-evolving areas, with trends and issues quickly emerging, and often fading just as fast. An evergreen issue that continues to gain more and more traction is that of socially responsible and ethical marketing. The text discusses the increasing importance of socially responsible and ethical marketing and communication in today's world, where social media and social marketing have a wide reach. With practical applications and case studies for marketing and management practitioners to implement socially responsible and ethical communication campaigns, the book provides a tool kit for marketing and management practitioners to implement socially responsible and ethical communication campaigns. It is a must-read for researchers in social and ethical marketing, as well as educators in marketing, communication, social responsibility, sustainability, and ethics.

Ethics in Advertising Wally Snyder 2016-11-03 This book provides students and practitioners with a comprehensive overview of the rules and principles associated with ethical advertising practices. With extensive research, and a variety of case studies, and expert opinions, it discusses why advertising ethics is important both to the consumer and

the professional. The author presents the rules of ethical conduct recommended by the Institute for Advertising Ethics and demonstrates how these are applied in practice, examining why ethics is important; what the ethical dilemmas the industry faces are; and how to motivate better practices among professionals. The book uses real life stories of "native advertising," marketing to children, and diversity in advertising to show how professionals can be inspired to "do the right thing" for consumers and their companies. Readers will learn how they can solve ethical dilemmas to their personal satisfaction in the competitive work environment. This balanced perspective to the ethical issues that arise in the advertising industry is sure to resonate with students of advertising and marketing.

The SAGE Handbook of Marketing Ethics Lynne Eagle 2020-10-05 The SAGE Handbook of Marketing Ethics draws together an exhaustive overview of research into marketing's many ethical conundrums, while also promoting more optimistic perspectives on the ways in which ethics underpins organizational practices. Marketing ethics has emerged in recent years as the key and collective concern within the ever-divergent fields of marketing and consumer research. This handbook brings together a rich and diverse body of scholarly research, with chapters on all major topics relevant to the field of marketing ethics, whilst also outlining future research directions. PART 1: Foundations of Marketing Ethics PART 2: Theoretical and Research Approaches to Marketing Ethics PART 3: Marketing Ethics and Social Issues PART 4: Issues in Consumer Ethics PART 5: Ethical Issues in Specific Sectors PART 6: Ethical Issues in the Marketing Mix PART 7: Concluding Comments and Reflections

Ethical Approaches to Marketing Carolyn Strong 2021-08-23 Ethical approaches to marketing offers a dynamic and inspiring perspective on how powerful marketing can have a positive and ethical impact on society. It brings together a wealth of internationally acclaimed academics who share their thoughts on a broad range of ethical approaches to marketing. With the continued and unwavering criticism of marketing across the globe, with accusations of persuasion, exploitation and manipulation and more this book aims to open the minds of the reader to the constructive and progressive approaches of ethical marketers. It reframes the way we think about marketing and society offering a number of emotional and motivational topics written by world leading academics, bringing together the great minds of ethical academics in a profound and dynamic monograph. The range of scholars includes new and upcoming academics taking on the opportunity to publish their work alongside eminent scholars. Contributions support the notion that marketing is good for society and impacts on consumer wellbeing, lifestyle, communities and positive consumer behaviours. This book asks the reader to think differently, feel the change that is rapidly developing in marketing through the interconnections of personal ethical values which are becoming interdependent with professional marketing values. "As problems linked to health, the environment and social injustice mount during the 21st century, harnessing the power of marketing to help find and promote positive solutions is going to be crucial for all our futures. Billy Bob Thornton once claimed publicly that 'Marketing is the Devil', but this collection demonstrates the potential for marketing and marketers to make important contributions on the side of the angels." (Professor Ken Peattie)

Social Marketing and Public Health Jeff French 2017 The last ten years have seen tremendous advances in the theoretical and practice base of social marketing globally. This book provides up to date thinking on social marketing theory and practice, introducing new conceptual models and approaches to influencing behaviour to promote health and prevent disease.

Social Media Communication Jeremy Harris Lipschultz 2023-07-18 This updated fourth edition presents a wide-scale, interdisciplinary guide to social media communication. Examining platforms like Facebook, Instagram, Snapchat, TikTok, Twitter and YouTube, the book analyzes social media's use in journalism, public relations, advertising and marketing. Lipschultz focuses on key concepts, best practices, data analyses, law and ethics - all promoting the critical thinking that is needed to use new, evolving and maturing networking tools effectively within social and mobile media spaces. Featuring historical markers and contemporary case studies, essays from some of the industry's leading social media innovators and a comprehensive glossary, this practical,

multipurpose textbook gives readers the resources they will need to both evaluate and utilize current and future forms of social media communication. Updates to the fourth edition include expanded discussion of disinformation, the impact of artificial intelligence (AI), natural language chatbots, virtual and augmented reality technologies and the COVID-19 infodemic. Social Media Communication is the perfect social media primer for students and professionals and, with a dedicated online teaching guide, ideal for instructors, too.

Macro-Social Marketing Insights Ann-Marie Kennedy 2019-07-15

Macro-social marketing is an approach to solving wicked problems. Wicked problems include obesity, environmental degradation, smoking cessation, fast fashion, gambling, and drug and alcohol abuse. As such, wicked problems are those problems that are so complex and multifaceted, it is difficult to define the exact problem, its contributing factors, and paths to a solution. Increasingly, governments, NGOs, and community groups are seeking to solve these types of problems. In doing so, the issues with pursuing macro-level change are beginning to emerge. Issues stem from the interconnected nature of stakeholders involved with a wicked problem—where one change may create a negative ripple effect of both intended and unintended consequences. Macro-social marketing, then, provides a holistic and systemic approach to both studying and solving wicked problems. Within the chapters of this book, macro-social marketing approaches to analysing and defining wicked problems, to identifying stakeholders and potential ripple effects, and to implementing macro-level change are presented. In this emerging area of academia, the theories, models, and approaches outlined in this book are cutting edge and provide a critical approach from top researchers in the area. Both practical and theoretical aspects are presented as well as caveats on such societal and/or country-wide change. A must-have for social marketing academics and those interested in macro-level change at a practical or theoretical level.

Marketing Ethics Eugene R. Laczniak 1985

Ethics and Values in Applied Social Research Allan J. Kimmel 1988-05

With the primary objective of raising ethical sensibility, this volume details the ethical problems and dilemmas faced by applied social science researchers. Issues such as the use of deception, the participant's right to privacy and informed consent, and the potential harm of public disclosure are confronted. The author discusses the need to review ethical problems and their implications in the context of current ethical standards in both society and the scientific community. Case studies illustrate unanticipated ethical dilemmas which might emerge during a research project. Issues are presented and interpreted clearly so that their complexity can be penetrated and potential solutions envisioned. The volume also includes specific methodolo

Ethics in Social Marketing Alan R. Andreasen 2001-02-05 Social marketing is being adopted by a growing number of government and nonprofit organizations around the world because of its power to bring about important social changes. An array of commercial marketing concepts and techniques has been applied to problems ranging from child abuse to teen smoking to environmental neglect. However, in crafting these programs, agencies face complex ethical challenges. For example, is it acceptable to exaggerate risk and heighten fear if doing so saves more lives? What if improving the lives of one group has negative effects on another? How does a marketing campaign respect a group's culture while calling for fundamental change within it? In *Ethics in Social Marketing*, ten contributors draw on their professional experience and the literature of ethics to set forth a range of problems and offer frameworks for their resolution. They introduce philosophical rules and practical models to guide decision making, and they focus on such complex issues as unintended consequences, ethical marketing alliances, and professional ethical codes. The book not only introduces students to the special moral and ethical burdens of social marketing but also challenges practitioners to address difficult issues that are easily minimized or avoided.

Good Corporation, Bad Corporation: Corporate Social Responsibility in the Global Economy Guillermo C. Jimenez 2016

Social Marketing Gerard Hastings 2007-08-28 "Social marketing takes thinking used in commercial marketing to influence consumer behaviour and applies it to health and social behaviour - and in the process provides innovative solutions to many of the world's most pressing problems - from HIV/AIDS to global warming." - cover.

Social Marketing and Advertising in the Age of Social Media Lukas Parker 2020-11-27 This book provides much-needed insight into current social marketing and advertising practices. The authors offer a framework for social marketing, before exploring the mechanics of social

media and present marketing strategy. Chapters cover the use of both positive and negative emotions in social marketing and advertising, and explore the ethical challenges associated with the practice in the age of social media.

Ethics in Marketing Patrick E. Murphy 2016-12-13 Understanding and appreciating the ethical dilemmas associated with business is an important dimension of marketing strategy. Increasingly, matters of corporate social responsibility are part of marketing's domain. *Ethics in Marketing* contains 20 cases that deal with a variety of ethical issues such as questionable selling practices, exploitative advertising, counterfeiting, product safety, apparent bribery and channel conflict that companies face across the world. A hallmark of this book is its international dimension along with high-profile case studies that represent situations in European, North American, Chinese, Indian and South American companies. Well known multinationals like Coca Cola, Facebook, VISA and Zara are featured. This second edition of *Ethics in Marketing* has been thoroughly updated and includes new international cases from globally recognized organizations on gift giving, sustainability, retail practices, multiculturalism, sweat shop labor and sports sponsorship. This unique case-book provides students with a global perspective on ethics in marketing and can be used in a free standing course on marketing ethics or marketing and society or it can be used as a supplement for other marketing classes.

Marketing and the Common Good Patrick E. Murphy 2013-07-24

Marketing is among the most powerful cultural forces at work in the contemporary world, affecting not merely consumer behaviour, but almost every aspect of human behaviour. While the potential for marketing both to promote and threaten societal well-being has been a perennial focus of inquiry, the current global intellectual and political climate has lent this topic extra gravitas. Through original research and scholarship from the influential Mendoza School of Business, this book looks at marketing's ramifications far beyond simple economic exchange. It addresses four major topic areas: societal aspects of marketing and consumption; the social and ethical thought; sustainability; and public policy issues, in order to explore the wider relationship of marketing within the ethical and moral economy and its implications for the common good. By bringing together the wide-ranging and interdisciplinary contributions, it provides a uniquely comprehensive and challenging exploration of some of the most pressing themes for business and society today.

Social Media Ethics Made Easy Joseph W. Barnes 2016-08-23 *Social Media Ethics Made Easy* takes an in-depth look at the risks of social, digital and mobile media marketing without structured policies. Readers will learn what is at stake from the law to their reputation, and what happens if businesses and/or individuals do not disclose relationships or comply with (FTC) Federal Trade Commission regulations. Readers will come to understand what they should do, why, and how they should do it. The issues in this book affect every single business from for-profits, to nonprofits, to government and educational institutions. It also addresses the impact on every single social/digital media participant and why they must learn about these guidelines so they can protect their own personal brand. This book is intended for a broad audience including students and professors in both undergrad and graduate schools, and practicing business executives. The goal is to inform management practice and help current and future business leaders navigate through the ethical laws and compliance issues affecting social, digital and mobile media.

Social Marketing in the 21st Century Alan R. Andreasen 2006 This text is well-grounded in scholarship, synthesizes a number of streams of thought, and then proposes thought-provoking applications for an existing approach to social and behavioral change through social marketing. It could be used with a number of courses and disciplines. The level of detail, use of various sources and the variety of examples make it appropriate for graduate level studies. It can also serve the social marketing or behavior change practitioner who wishes to enhance or expand his or her field of practice to include "upstream" approaches. - Written by a highly regarded academic in the Social Marketing community. - Encourages Social Marketers to think beyond the "downstream" market of individuals whose behavior they are trying to influence to include the "upstream" market of individuals whose participation is needed to make changes. - Utilizes and synthesizes a number of different strands of scholarship (the evolution of social problems, the science of framing, the process of social change, social marketing history and elements, etc.)

Ethical and Social Marketing in Asia Bang Nguyen 2015-02-16 There is a growing interest in firms' adoption of ethical and social marketing

approaches among academics and practitioners alike. Ethical Marketing is the application of ethics into the marketing process, and Social Marketing is a concept that seeks to influence a target audience for the greater social good. Ethical and Social Marketing in Asia examines this so-far unexplored area, investigating why differing cultures and consumption behaviours require different emphasis in different markets. The diversity of the Asian countries provides a perplexing environment to the development and management of ethical and social marketing. The belief that bottom line profits is enough for a company, is often not favourably viewed by Asian countries emphasising collective, social and long term benefits for the people and country. Due to these interesting characteristics and complexities, the study of ethical and social marketing in Asia is a timely topic. The first chapters introduce Ethical Marketing in Asia, followed by case studies of how the approach is used across 14 diverse economies, geographically based on 'clusters'; North East, (China, Taiwan, Japan, South Korea), South East (Singapore, Malaysia, Thailand, Vietnam, Cambodia, the Philippines, Indonesia) and South Asia (India, Pakistan, Bangladesh). The second part discusses Social Marketing using the same sequence of regions and economies and the third part explores the unique link to Fairness Management in Asia, followed by a conclusion. explores the nature of ethical and social marketing from an Asian perspective discusses current ethical and social marketing researches and practices in different areas, industries, commercial and non-commercial sectors serves as an invaluable resource for marketing academics and practitioners requiring more than anecdotal evidence of different ethical and social marketing applications compares and contrasts unethical situations covering important aspects related to ethics, society and fairness includes an interesting mix of theory, research findings and practices

Marketing Ethics & Society Lynne Eagle 2015 Taking a holistic and international perspective, this book critically examines the ethical challenges marketing faces and explores strategies marketers can use to respond to those challenges.

Principles and Practice of Social Marketing Rob Donovan 2010-10-28 This fully updated edition combines the latest research with real-life examples of social marketing campaigns the world over to help you learn how to apply the principles and methods of marketing to a broad range of social issues. The international case studies and applications show how social marketing campaigns are being used across the world to influence changes in behaviour, and reveal how those campaigns may differ according to their cultural context and subject matter. Every chapter is fully illustrated with real-life examples, including campaigns that deal with racism, the environment and mental health. The book also shows how social marketing influences governments, corporations and NGOs, as well as individual behaviour. The author team combine research and teaching knowledge with hands-on experience of developing and implementing public health, social welfare and injury prevention campaigns to give you the theory and practice of social marketing.

Social Media Law and Ethics Jeremy Harris Lipschultz 2021-07-22 In this new textbook, social media professor Jeremy Lipschultz introduces students to the study of social media law and ethics, integrating legal concepts and ethical theories. The book explores free expression, as it applies to students, media industry professionals, content creators and audience members. Key issues and practices covered include copyright law, data privacy, revenge porn, defamation, government censorship, social media platform rules, and employer policies. Research techniques are also used to suggest future trends in social media law and ethics. Touching on themes and topics of significant contemporary relevance, this accessible textbook can be used in standalone law and ethics courses, as well as emerging social media courses that are disrupting traditional public relations, advertising and journalism curricula. Case studies, discussion questions, and online resources help students engage with the complexities and ambiguities of this future-oriented area of media law, making it an ideal textbook for students of media law, policy and ethics, mass media, and communication studies.

Ethical Marketing Decisions Eugene R. Laczniak 1993 Designed to help foster ethically and socially responsible behavior in marketing, the book reviews the tough ethical issues that marketing managers must face in both operational and strategic areas, and covers the major dimensions of all marketing activities. It contains specific managerial and strategic recommendations in every chapter and is written from a managerial viewpoint.

Social Marketing and Public Health Jeff French 2017-02-09 The last ten years have seen tremendous advances in the theory and practice base of

social marketing globally. Social Marketing and Public Health: Theory and Practice introduces new conceptual models and approaches to influence behaviour that promotes health and prevents disease. This new edition moves the book's focus to a globally-relevant approach to the application and evaluation of social marketing, and includes a range of international case studies. In addition to coverage of key concepts and techniques in social marketing, this book contains chapters on areas such as marketing on a budget, ethical issues, and incorporating digital and social media platforms into social marketing strategies. A practical 'how to' guide; Social Marketing and Public Health empowers citizens by understanding their needs and working together to create healthy communities. It sets out a compelling case for a more citizen, patient, or client-focused approach to promoting health and preventing disease, which is the core of good social marketing practice. Written by international experts in the field, this book is a useful guide for public health specialist planners and policy makers, social marketing organisations and professionals, and students and academics in these fields.

Strategic Social Marketing Jeff French 2015-01-31 This book is not available as a print inspection copy. To download an e-version click here or for more information contact your local sales representative. 'For anyone interested in great social marketing practice in the 21st century, and how it needs to adapt as our understanding of behaviour change evolves, this publication is chock full of good practice and smart strategy.' Dan Metcalfe, Deputy Director - Marketing, Public Health England, UK Strategic Social Marketing takes a systemic approach to explaining and illustrating the added value of applying marketing to solve social problems. The authors present social marketing principles in a strategic, critical and reflexive way to help engender social good via the effectiveness and efficiency of social programmes in areas such as Health, Environment, Governance and Public Policy. In illustrating how it can be applied, the text places Strategic Social Marketing in a global context, giving examples and case studies from around the world. Set into a clear structure it: Takes you through an exploration of why marketing should be an integral component of all social programme design and delivery when looking to achieve social good Moves on to the nature and application of social marketing, rethinking traditional concepts such as 'value' and 'exchange' in the social context Lays out the 'how to' so you can create fully realised strategy, plans, frameworks and tactics to influence behaviours. Visit the Strategic Social Marketing Website - Featuring free resources for marketing students and lecturers. **Social Marketing and Social Change** R. Craig Lefebvre 2013-01-18 How can we facilitate more effective, efficient, equitable and sustainable solutions to the problems that confound our communities and world? Social marketing guru R. Craig LeFebvre weaves together multi-level theories of change, research and case studies to explain and illustrate the development of social marketing to address some of society's most vexing problems. The result is a people-centered approach that relies on insight and empathy as much as on data for the inspiration, design and management of programs that strive for changes for good. This text is ideal for students and professionals in health, nonprofit, business, social services, and other areas. "This is it -- the comprehensive, brainy road map for tackling wicked social problems. It's all right here: how to create and innovate, build and implement, manage and measure, scale up and sustain programs that go well beyond influencing individual behaviors, all the way to broad social change in a world that needs the help."—Bill Novelli, Professor, McDonough School of Business, Georgetown University, former CEO, AARP and founder, Porter Novelli and the Campaign for Tobacco-Free Kids "I'm unaware of a more substantive treatise on social marketing and social change. Theoretically based; pedagogically focused; transdisciplinary; innovative; and action oriented: this book is right for our time, our purpose, and our future thinking and action."—Robert Gold, MS, PhD, Professor of Public Health and Former Dean of the School of Public Health at the University of Maryland, College Park "This book -- like its author -- is innovative and forward-looking, yet also well-grounded in the full range of important social marketing fundamentals."—Edward Maibach, MPH, PhD, University Professor and Director, Center for Climate Change Communication, George Mason University

Multidisciplinary Approaches to Ethics in the Digital Era Taskiran, Meliha Nurdan 2021-03-18 The digital era has redefined our understanding of ethics as a multi-disciplinary phenomenon. The newness of the internet means it is still highly unregulated, which allows for rampant problems encountered by countless internet users. In order to establish a framework to protect digital citizenship, an academic

understanding of online ethics is required. *Multidisciplinary Approaches to Ethics in the Digital Era* examines the concept of ethics in the digital environment through the framework of digitalization. Covering a broad range of topics including ethics in art, organizational ethics, and civil engineering ethics, this book is ideally designed for media professionals, sociologists, programmers, policymakers, government officials, academicians, researchers, and students.

Contemporary Issues in Social Marketing Krzysztof Kubacki 2014-07-18 Having celebrated its 40th anniversary in 2011, social marketing is increasingly accepted today as an effective behavioural change tool that can be used to change social behaviours, such as encouraging people to recycle more, make healthier eating choices, increase the amount of sunscreen used, and to use condoms to prevent disease transmission, amongst many other desired social behaviours. The growing popularity of using social marketing to change behaviour is reflected in increasing research interest and a growth in people practising in the social marketing field. As social marketing matures into an academic discipline in its own right, we are beginning to see diversity in the way it is understood and implemented by governments, commercial organisations and third sector organisations in different parts of the world. *Contemporary Issues in Social Marketing* is an outcome of the discussions held between social marketing academics and practitioners at the 2012 International Social Marketing Conference (ISM 2012), which was held in June 2012 in Brisbane, Australia. ISM 2012 drew together 180 social marketing researchers and practitioners in the corporate and not for profit sector, along with representatives of all levels of government to delve into the challenges currently faced in social marketing. *Contemporary Issues in Social Marketing* is a scholarly resource bringing together current knowledge and contemporary debate in the field, in addition to exploring areas that are currently underdeveloped in the literature. This book covers arguments relating to numerous hot topics and controversial issues, such as ethics in social marketing; climate change; energy consumption; smoking; healthy eating habits; blood donation; social marketing theory; and the evaluation of social marketing interventions.

Encyclopedia of Corporate Social Responsibility Samuel O. Idowu 2013-01-27 The role of Corporate Social Responsibility in the business world has developed from a fig leaf marketing front into an important aspect of corporate behavior over the past several years. Sustainable strategies are valued, desired and deployed more and more by relevant players in many industries all over the world. Both research and corporate practice therefore see CSR as a guiding principle for business success. The "Encyclopedia of Corporate Social Responsibility" has been conceived to assist researchers and practitioners to align business and societal objectives. All actors in the field will find reliable and up to date definitions and explanations of the key terms of CSR in this authoritative and comprehensive reference work. Leading experts from the global CSR community have contributed to make the "Encyclopedia of Corporate Social Responsibility" the definitive resource for this field of research and practice.

Contemporary Issues in Green and Ethical Marketing Morven G. McEachern 2015-08-25 Informed by both a theoretical and practitioner-based perspective, this collection provides an accessible overview of the multifaceted and challenging nature of contemporary green and ethical marketing issues. This book was originally published as a special issue of the *Journal of Marketing Management*.

Marketing Ethics & Society Lynne Eagle 2015-09-15 Marketing, while essential to organisational success, is arguably one of the most controversial aspects of business management. Criticisms of marketing's impact range from fostering materialism and unsustainable consumption patterns through to the use of deception, stifling of innovation and lowering of quality, to name but a few. Taking a holistic and international perspective, this book critically examines the ethical challenges marketing faces and explores strategies marketers can use to respond to those challenges. The book examines specific aspects of marketing activities, such as ethical considerations in relation to young consumers, potentially harmful products and criticism of the societal impact of medical, arts and tourism marketing activities. It then combines these with wider discussions of frameworks that enable marketers to respond to ethical challenges, supplemented by discussions of cross-cultural and international perspectives, consumer responses and ethical consumption movements as well as shifting historical perceptions of marketing ethics. The book is accompanied by a companion website including: PowerPoint slides and teaching notes per chapter, links to free SAGE journal articles and online videos selected per chapter by the authors, quizzes per

chapter and links to further reading online.

SAGE Brief Guide to Marketing Ethics SAGE Publications 2012 With key terms and concepts related to marketing ethics presented in a short, easy-to-use format, this guide is an essential companion for marketing courses or as a reference for students and practitioners who would like to learn more about the basics of ethical marketing. The text is divided into four sections which contain important keywords that relate to those sections: Business Ethics, Ethics and the Marketing Mix, Ethics and the Promotional Mix, and Special Topics in Marketing Ethics. Each keyword entry is written by a scholar drawn from the fields of business and marketing ethics, and is a comprehensive essay on such crucial topics as ethical issues in pricing, green marketing, and deceptive advertising. Each essay includes a list of references and suggested readings for each article so that readers can find more information on those issues they are most interested in.

Ethics, Social Responsibility and Sustainability in Marketing Ipek Altinbasak-Farina 2019-07-03 This book addresses the rising concept of 21st century societal marketing which entails that marketers should fulfill the needs of their target group in ways that enhance the well-being of a society as a whole. In the past, social responsibility and corporate ethics may not have been the key elements of corporate and business strategy. However, in the last decade the picture has changed dramatically. Consumers are more concerned about ethical issues and the effects of business activities on the environment and the society. The impact and importance of ethical consumerism is escalating. The consumers are more attentive and expect companies promote their ethical credentials in order to make them more accountable of their actions. This book also reveals how companies should realize that corporate social responsibility (CSR) is not an illustration of corporate altruism but a source of opportunity, and competitive advantage. Finding and following social initiatives as a part of the key business model is proved to be one of the competitive strengths in many instances. This book covers different issues related to ethics, social responsibility and sustainability in marketing and presents different cases and applications from different countries. Together with the best practices, each case and research is expected to shed light on how to improve the role of marketing in helping to the development and well-being of the society.

Social Marketing Gerard Hastings 2017-11-02 Social Marketing involves the application of marketing techniques (usually associated with promoting consumption) to social ends. This new addition will arm the socially conscious marketing student with: Case studies from across the globe, accessible exercises, engaging stories and online support with an expanded and enhanced companion website which will all enable you to think critically about the individual and systemic drivers of both harm and progress, and provide you with the tools to act. This popular introductory textbook has been thoroughly updated to enable students to challenge the bad, champion the good and become rebels with a cause. Now including more on systems thinking, evaluation and apps, Hastings and Domegan also introduce the influential new 3Cs model (Containment, Counter-Marketing, Critical Capacity Building). This book is essential reading for all social marketing, marketing ethics, and marketing and society courses. Cover Picture: 'La Sardane de la Paix' by Pablo Picasso. The sardane is a traditional circle dance from Catalonia which has come to symbolise the struggle of ordinary people against oppression, from Napoleon through Hitler and Franco and into the modern era. The individual dancer holds his or her hands in the air in a gesture of autonomy and empowerment, and is able to maintain what would quickly become a tiring stance thanks to the supporting hands of her fellow-dancers. It illustrates the key social marketing lesson that addressing complex social problems, such as climate change or inequalities - as with dictators - requires a combination of individual agency and collective action. It also shows that critical analysis, the questioning and challenging of the current system, lies at the heart of progressive social change, and that good social marketers should be rebels with a cause.

Social Media Marketing Stephan Dahl 2014-12-01 Social media has quickly become part of the fabric of our daily lives, and as we have flocked to it, so have most companies and organisations from every sector and industry. It is now the place to attract and sustain our attention. But how is it a new marketing activity and how is it similar to previous practice and customer behaviour? Does it require new modes of thinking about human networks and communications or do the existing conceptual models still apply? This book offers a critical evaluation of the theoretical frameworks that can be used to explain and utilise social media, and applies them to fun real-life examples and case studies from a

range of industries, companies and countries. These include Unilever, Snickers, American Express, Volkswagen and Amnesty International, and span campaigns run across different platforms in countries such as China, Canada, Sweden and Singapore. Readers are invited to think about the different types of social media users and explore topics such as brand loyalty, co-creation, marketing strategy, measurement, mobile platforms, privacy and ethics. As well as tracing the emergence and trends of Web 2.0 and what they mean for marketing, the author also considers the future for social media marketing. Discussion questions and further reading are provided throughout, and the book is accompanied by a companion website.

The Promise of Social Marketing Chahid Fourali 2016-07-15 Social marketing is an exciting new field of study that promises much to help alleviate many dilemmas of the human condition. It may be associated with any social project undertaken where human interests (short and long term) override commercial ones. The Promise of Social Marketing examines the potential of this new field to help address effectively local and global issues that most nations are grappling with. It clarifies the history, philosophies, disciplines and techniques associated with best practice and highlights the need to engage with this field to help develop it further, so as to benefit humanity as a whole. There is an ongoing debate about the nature of marketing and whether it is able to fulfill or adapt to both commercial and social objectives. The unifying view is that marketing is a tool that can be used for individual, organizational or social benefits, and the aim of this book is to introduce the reader to an approach that is developing into a promising and rich new science, currently known as Social Marketing. It is a tool that brings hope to improving the world for good. The book guides the reader, step by step, demonstrating how this promising area can be applied to aims as diverse as HIV/AIDS prevention, responsible (global) citizenship, conflict resolution or the promotion of a worthwhile education. It will be of interest to not only those who study marketing, management, business ethics, education and public policy but anybody who's interest is in improving the human condition.

Broadening Cultural Horizons in Social Marketing Rachel Hay 2020-11-09 This book presents a series of empirically based case studies conducted by social change scholars from Asia-Pacific, showcasing the latest social marketing approaches geared at improving societal well-being in the region. Cutting across cultural perspectives, the contents gather ideas on social marketing campaigns and strategies from around the region and use these case studies as a platform to address concomitant challenges in employing marketing tools to positively change social behaviour. The selection of case studies covers and compares aspects of public health and well-being, and public environmental consciousness in terms of driving attitudes towards implementing improved sustainability in developing and developed countries. Drawing on related policies and legislation, and examining social behaviour at the individual, community, and organisational levels, the authors propose innovative new methods in social marketing and social change research. The book is of interest to researchers and practitioners in social marketing, business ethics, behavioural science, public health, and development studies.

Marketing Ethics George G. Brenkert 2008-03-03 This work addresses the ethical questions underlying major domains of marketing such as marketing research, distribution, advertising, and retailing.

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