Ethics as a Business Requirement

 [Name of the Writer]

[Name of the Institution]

Ethics as a Business Requirement

 Before watching the video, the concepts regarding marketing were limited to the advertisements seen in papers, TV, billboards and social media. It was thought that marketing only delivers messages regarding the products and services of an organization. However, after watching the video, it is clear that marketing is also helpful for public relations, transactions, product pricing, client support, and market exploration.

Moreover, marketing plays a vital role in the economic development of an organization. It promotes products and services of the firm. Likewise, the main focus of marketing is to generate revenue and profits to the firm by informing and educating the consumers about the products and services. Therefore, the success of a business depends on effective marketing. The effectiveness of marketing is measured through its extent to achieve its anticipated purpose or functions (Wymer, 2011).

 The same way, marketing definitely affects the decisions made by consumers. The excellent marketing is known by its thorough understanding of customer behavior. As a result, consumer behavior impacts the purchasing habits of a person. It is seen that all these behaviors have driven the consumers to choose one product over another. The marketers just not invest in influencing consumer behavior but they also spend in studying consumer behavior (Hawkins & Mothersbaugh, 2010).

 Marketing has been ethical most of the times. Marketing ethics refer to the moral values which are applied to all the marketing choices, performances, and foundations (Murphy & Martin, 2010). The purpose of ethical marketing is to promote trustworthiness, impartiality, and accountability in all forms of marketing. At the same time, unethical activities are not enforced by the law, due to which there are so many companies which are using unethical marketing strategies to promote their products. However, unethical behaviors are not long-lasting, and these can quickly cause a failure to the company. On the other side, there are companies which sell their unhealthy products with an ethical message. For instance, on the cigarette pack, there is a message written, "Smoking is injurious to health."

**References**

Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer behavior: Building a marketing strategy*. Boston: McGraw-Hill Irwin.

Murphy, P. E., & Martin, K. D. (2010). Marketing ethics. *Marketing Theory: A Student Text*, 83-98.

Wymer, W. (2011). Developing more effective social marketing strategies. *Journal of Social Marketing*, 1(1), 17-31.