

Teaching Business Ethics

3 December 2003

Marketing Department

MKT 4625 Integrated Marketing Communication

- The integration of promotion strategy & marketing strategy to communicate with the market, to achieve communication & marketing objectives
- The 5 core values (*Honesty, Fairness, Responsibility, Respect, Benevolence*) have been addressed via lecturing, case studies & working on ethical dilemma situation exercises

Applied to Year 1 curriculum (e.g. FB 2601 Principles of Marketing)

- Targeting
- Promotion decision
- Marketing Research
- Program Evaluation

Honesty, Fairness

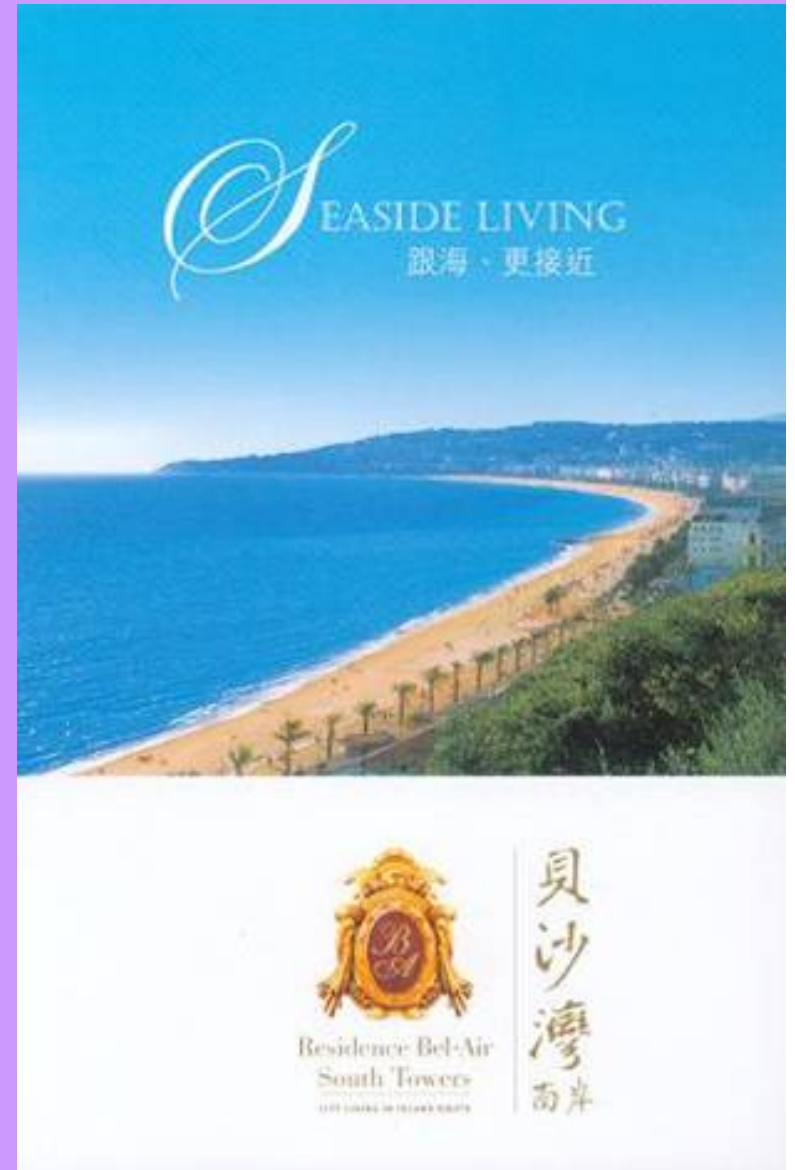
1) Deceptive Advertising

1a) Do You find the commercial of Bel-Air Property Deceptive?

Message:

- play around grey area
- guidelines for deceptive advertising (*material, misrepresentation & reasonable customer*)

(FB2601 : Promotion decision)



Honesty, Fairness

Messages :

- 1) HK advertising law :
 - *legal, clean, honest, truthful*
 - *all factual claims & best-selling claims shall be capable of substantiation*
- 2) Guideline of Hong Kong Television & Entertainment Licensing Authority (HKTELA)
- 3) Lack of integrity will result in penalty (*charges & banning of the commercial*)

(FB2601 : Promotion decision)

Honesty, Fairness

2) Assessing Advertising Effectiveness

- Projective technique
 - ways of *tapping* respondents underlying feeling by having them “*project*” those feelings into an unstructured situation
- Focus group methods
 - some may include an observation room with a one way mirror

(FB2601 : Marketing Research)

Honesty, Fairness

3) Deceptive food labeling

- health food
- customers should have the right to have truthful information on ingredient, nutrition contains
- should avoid deceptive claims

(FB 2601: Product Decision)



Responsibility

2) Targeting to Children

eg. McDonald's tell lies commercial : children is presented as cunning

They do not seem to have capabilities to put the information they see on TV into a realistic prospective

Should protect from : sex , violence, horror, undesirable behavior

Present in commercial : should set good examples & carefully considered in point of

(FB 2601 : Targeting)

Responsibility

3) Promotion decision

Discussion Questions

- 1) How do you feel about series of CTI commercials?

(FB 2601: Promotion decision)

裙底春光乍洩

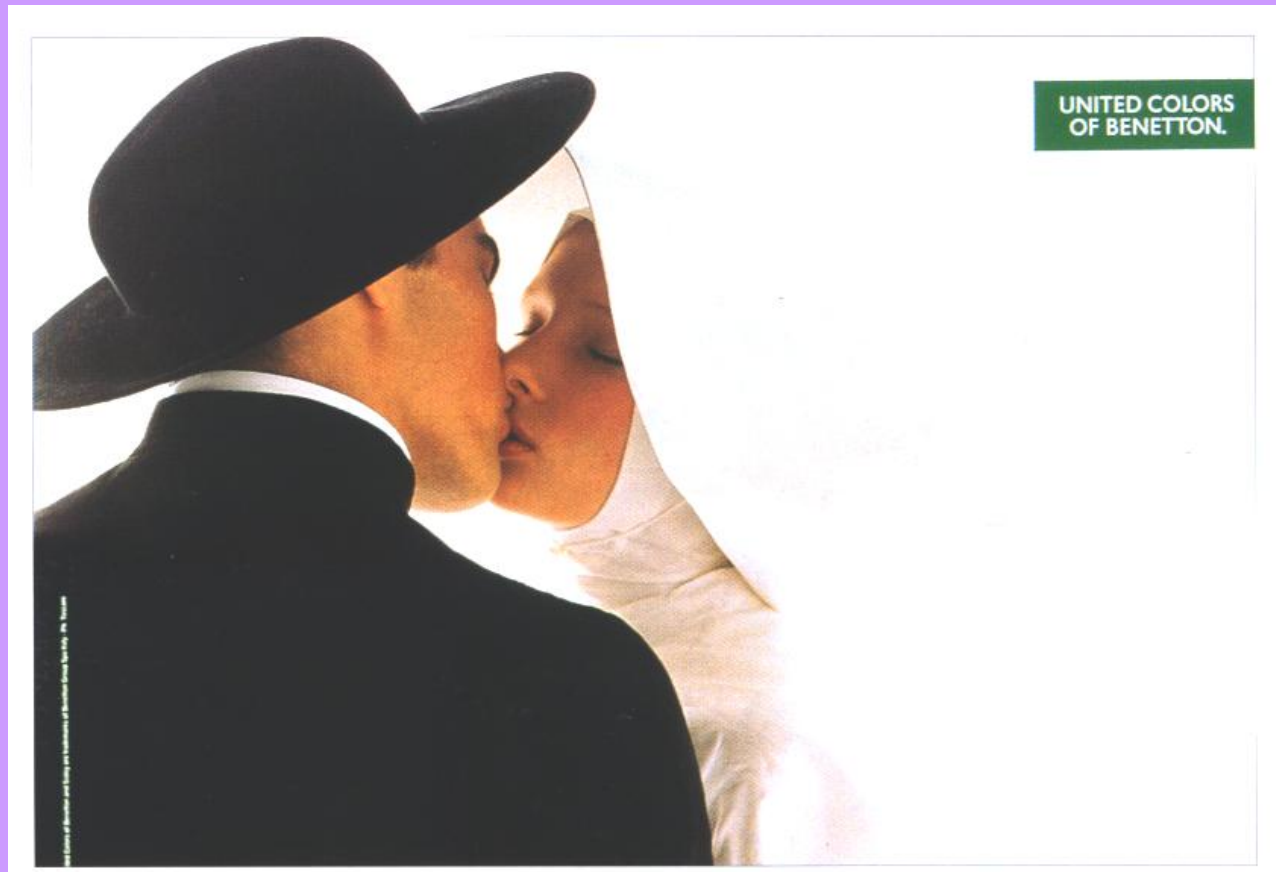
CTI 任你

更且嚴重歧視女性。」她們並對CTI表示強烈不滿和抗議，並且要求該公司立即停止刊

任你上...

務管理
百多宗
廣告含
路」，
未有成

Respect



Discussion: How you feel about the commercial of Benetton ?

“This is not a matter where there are any shades. If integrity is at the heart of everything we do, then we have to work every day to uphold this standard.”

Richard Pinder

Regional marketing director of Leo Burnett

The End