**BUYER AND CONSUMER BEHAVIOUR**

**Learning Outcome 4: Activity 7**

**HOMEWORK ACTIVITY**

## **Brands behaving badly**

Why marketers need to put ethical practices at the heart of the marketing strategy

Use the internet to research and identify two brands that you believe represent examples of good and bad ethics in marketing.

Who has been in the media lately for unethical behaviour and who has been praised for being honest, ethical and decent?

Make some notes that include your sources of information and come prepared to contribute your findings at the next session.