**BUSINESS ETHICS AND SUSTAINABILITY**

**Learning Outcome 5: ACTIVITY 3**

**Management applications of business ethics: marketing**

Read through the article:

*Bergadaa, M. (2007) Children and business: pluralistic ethics of marketers. Society and Business Review Vol 2 No 1 pp. 53-73.* (This article will be available in your online student resources.)

Based on your reading, discuss your views on the following in small groups:

* How are alcohol and cigarettes marketed in your country? Do you think the right levels of marketing control are in place?
* Do you think more stringent controls should be introduced for any other products?
* Do you think it is immoral to copy music for personal use?
* What situations can you think of where it would be difficult for organisations to apply Kant’s Universal Laws of morality when obliged to meet profit making goals?
* Do you think adequate controls are in place in your country concerning marketing to children/teens? Do you agree with the utilitarian perspective that marketing is acceptable as long as it is providing ‘maximum happiness’ and people are free to choose this happiness?
* Do you think marketers can reject any responsibility on the basis that they are just “servants in the logic of the system”? (p59).
* Does the concept of a ‘professional deontology’ apply to the industry sector you work in? Is your profession governed by a code of ethics – is it effective/does it need one? What moral dilemmas occur in your line of work where it might be useful to refer to a code of ethics?