

## **CHAPTER EIGHTEEN**

# **ETHICAL MARKETING AND THE REGULATORY ENVIRONMENT**

### **LEARNING OBJECTIVES**

Having completed this chapter you should be able to:

- Understand the problems associated with ethical marketing
- Detail those ethical breaches associated with the advertising industry and the arguments for and against them
- Understand the relationship between self-regulation and legislation
- Comprehend the advertising industry codes relating to misleading or offensive advertising
- Be aware of the ethical concerns in the sales promotion, public relations, personal selling and direct marketing industries