

# Marketing



Marketing a) Net Marketing Contribution (NMC), Marketing ROI and Marketing ROS are decision-making objectives. Write about the merits and/or limitations of these objectives from a business perspective. From a business perspective, the NMC, ROI and ROS have merits that they can allow the business to estimate what kinds of activities are best within its fore while disallowing them the luxury to go ahead with the actual incorporations of these activities in a head on manner. The merits permit the organizations to achieve significant results if the business minded perspective is followed to the core and the attached activities are discerned in the exact same way as these should be. The limitations come about when there are pending problems in the wake of achieving the very same, both from a short term perspective as well as in the long run. The NMC, ROI and ROS need to be seen from the tactical and strategic perspectives before one thinks of adopting any of these three or a combination of all of them for the sake of the business. b) Evaluate the employment of profit-oriented marketing objectives in general from a moral-ethical perspective. From a moral-ethical perspective, the profit-oriented marketing objectives must always be aligned in such a way that the people do not suffer due to the same count. This is because the profit-oriented marketing tactics are always aimed at benefiting more and more from the organizational stance. The moral-ethical perspective is such that it is on the opposite side all the same where it focuses more on the people and the society at large rather than mincing any profits or benefits in the long run scheme of things (Wood, 2011). The moral-ethical perspective is such that it will always bank on delivering sound results, however in keeping with the debates of morality more than profit-making at the end of the day. This is so required because it shall deliver pure

service to the people who matter the most within any society in this day and age. Works Cited Wood, Greg. A conceptual framework of corporate and business ethics across organizations: Structures, processes and performance. *The Learning Organization*, 18(1), 2011