

# Ethical dilemma in marketing

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Ethical Dilemma In Marketing Most firms have experienced ethical dilemma in marketing their products. One global firm that is a victim of this scenario is Ford Motor Company. This is a case of flaws in parts of its cars as it appears in After Ratings Drop, Ford Reworks Touch Screens Published: March 5, 2012 ([http://www.nytimes.com/2012/03/06/business/after-ratings-drop-ford-reworks-touch-screens.html?\\_r=0](http://www.nytimes.com/2012/03/06/business/after-ratings-drop-ford-reworks-touch-screens.html?_r=0)) in The New York Times.

This is an issue of ethical dilemma in marketing. Ford Motor Company has been a global firm that manufactures cars and has equally faced significant challenges including stiff competition. The most critical aspect of the problem it experiences involved realized flaws in some parts of its models. The company added touch-screen control systems to some of its most popular models as a way of meeting the demand of the customers. They also did this to gain the competitive advantage over other firms. However, with time, the customers noted significant inefficiencies with the system which was bound to affect the image of the company. Considering a number of resources Ford had invested in marketing and the intensity of surety and guarantee they gave clients. This put them in a dilemma to recall the cars or leave the customers to survive and make changes in the yet to be released ones.

The customers felt disappointed and inconvenienced by the response of the system. This forced Ford motor company to decide between the two difficult alternative decisions. If they are to recall, they will incur huge losses and lose the confidence of the consumers. By leaving the customers in the dark will equally make it fairly difficult to boost the image of the firm. The article indicates that the best option was to recall the cars.

Work cited

Nick Bunkley. After Ratings Drop, Ford Reworks Touch Screens. March 5, 2012