

Cisco systems in korea (marketing and ethics) essay examples

[Business](#), [Company](#)



The Cisco system company in Korea has devised strategic moves in ensuring their manufacture and supply of the Internet Protocol (IP). Other products are networking for industries and informational technology, routers and modems (Friedman, 2012). The marketing mix that is applied by the company is standardized in regard to the promotional, pricing and branding strategies. The company values their product quality in regard to the wellbeing of their customers (Boatright, 2003). Promotional of the products are done through advertisement indicating the level of pricing of the services provided.

Different brands of the products are used with the aim of attracting the customers and maintenance of a good relationship.

The company provides its services and products up to an international level. Therefore, it enjoys a large market and governed by the multinational Corporation code of ethics and marketing (Murphy & Lacznik, 2006). The change of the tactics has to be applied at level of the marketing to meet the need of international customers. It has to improve in the codes of ethics that shuns away from practices that are not allowed in the market. Taking bribery and corruption has been criticized widely and unacceptable practice. These practices are not accepted as they lower the standard of the corporation in the international market.

The relationship of the Cisco systems CSR program with the customers has been enhanced through provision of quality services (Audi, 2009).

Stakeholders, local customers as well as the suppliers enjoy close involvement in the formulation and involvement in decision making. The concerns of the code of ethics are common in all nations that Cisco System operates as it is an international corporation.

References

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