

Ethics in advertising case study

Business



Case Study on Ethics in Advertising:

Ethics in advertising is the issue on inclusion of the norms of ethics into the sphere of advertising. The problem of ethics in advertising is probably the most delicate among businessmen, because the primary idea of business is to gain profit by all possible means. Obviously, the owners of firms of all kinds strive to receive the highest revenue in order to develop their company further, conquer the new sectors of the market and gain more and more money. Unfortunately, the majority of businessmen do not pay attention to the ethical moments of advertising their goods and services striving to do their best to attract as many clients as possible who will buy the product.

Most often businessmen practise the unfair methods of advertising which are too far from the norms of ethics, because the majority of ads affect the human emotions but not mind. The brightest examples of ads are the ones where the product is advertised by babies, animals and other objects which can admire and win the consumer's attention, though the quality of the product is poor. Then, every supermarket applies the technique of attraction consumers with the help of sounds, smells and visual objects. For example, the hungry person is attracted by the smell of bread and coffee, while the pleasant music creates the appropriate atmosphere for the purchase. There are also cases when the Internet is used for excessive advertising, for example, when there are virus ads which are delivered to millions of social network users spamming and overloading the e-mail boxes with the lots of ads. Ethics in advertising is the application of ethical norms into the field of advertising with the purpose of making it meet the norms of morality.

The student who wants to research the case about ethics in advertising will need to pay attention to the case site, the type of the problem which has occurred there and the cause and effect of the problem. The student will need to demonstrate his creativity and originality of critical thinking analyzing the case and its details. The most important duty of the young professional is to solve the suggested problem in the appropriate way and compare it with the actual solution practised in the case. A good case study can be written with the help of the online assistance of the free example case study on ethics in advertising in India designed by the writer who has rich experience in the sphere of writing. The student can learn about the right approach towards the formatting and logical organization of the paper with the advice of the free sample case study on ethics in advertising found in the Internet.