

# Advertising ethics case study

Business



**ASSIGN  
BUSTER**

## **Case Study on Advertising Ethics:**

Advertising ethics is a branch of business ethics that is aimed at the reduction of deceptive elements in marketing. Naturally, every entrepreneur wants to receive the biggest profit when he sells his products and he is ready to utilize all possible methods to achieve this goal. Very often businesspersons practice such techniques that stay too far from the norms of ethics. These techniques are connected with the impact on human psychology and with unfaithful means of persuasion. Consequently, when one decides to buy a product, he does not realize that he has made this decision under the effect of the definite factors.

Every company has a well-trained team of managers who are good at psychology and they know how to convince people of purchasing their goods. Nearly every store uses unfaithful and concealed methods that advertise its goods. For example, supermarkets use the scent of coffee and bread to provoke customer's hunger. In this condition, he will be more vulnerable to advertising and he will definitely purchase a suggested food product that looks well. Advertising ethics is closely connected with television.

Every day people watch ads and no one realizes that there is a lot of hidden information there. Ads influence human mind and create a positive image of the advertised product there. No wonder, when one enters a store and sees this product, he will definitely buy it, in spite of the fact that cheaper goods of the same qualities are placed nearby. When one wants to make an important purchase, he should study all possible options of buying it,

because every store has its own prices and practices its own persuasive methods. Advertising ethics is an important topic for analysis if you are interested in business and management. This issue can be observed from the point of view of several disciplines – marketing, management, philosophy, ethics, psychology, etc.

When one researches a case about ethics in advertising, he should explain the definition of this term and think about the cause and effect of this problem. It is important to understand why entrepreneurs utilize deceptive methods of advertising in order to be able to solve this problem efficiently. Many students do not know how to prepare their case study papers effectively and the Internet becomes the best helper in this case. It is possible to find a free college case study example on ethics in advertising in India. This sample case study on advertising ethics will be quite useful if you want to improve your knowledge about professional academic writing.

It is easy to learn how to start, develop and summarize your assignment well. Finally, you can get to know about the style of writing and the right research of this subject.