

Marketing [] essay sample

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The AMA code ethics' major concern is to foster professionalism coupled with ethical norms and standards for its members. Whoever is aware of these standards is said to have violated them because in one way or another, they happen to create some degree of harm or discontent to the victim.

Moore is in a difficult situation where he has to save the business at the expense of his family corporation employees. However, he is granted to save their job too. But the situation is tricky! The officer puts him in a dilemma when he asks him to include the 5% in his initial contract price. The AMA code of ethics fosters trust in the marketing system (AMA, 2013). According to the code, they ought to be fair dealing and faith so as to enhance efficiency during the exchange exercise together with evading treachery and deception in communication, pricing, among others.

The above stated vice as portrayed by the contract's official in charge is strongly discouraged by the code. This is an implication that there is bound to be exaggerated pricing in order to cater for the official's demands hence rendering the project more expensive than it really is.

The code advocates for transparency. This means that there should be no 'behind the scene activities' as exhibited in Moore's case. However, Moore is witnessed to keep maintain transparency since he doesn't do things the 'normal way'. If Moore gives in to the official's demands, it will one way to lose trust in the market. This is because it is one method of deception in terms of the value of the services and their pricing.

According to Moore, this is against the AMA code of ethics that he decides to turn the official down. Though he may lose the contract, he stands a chance to upload the organization's reputation.

References

Ethical Norms and Values for Marketers (2013). American Marketing Association. Viewed on 2nd October 2013. Retrieved from <http://www.marketingpower.com/AboutAMA/Pages/Statement%20of%20Ethics.aspx>

Kevin. (2013). The Virtues and Vices of Business- a Historical Perspective. Viewed on 2nd October 2013. Retrieved from <http://culturelab.asc.upenn.edu/2013/09/02/the-virtues-and-vices-of-business-a-historical-perspective/>