



B.Com Honours

Semester III

Calicut University

SUSTAINABLE MARKETING AND ETHICAL PRACTICES

Course Code: COM3FV108 • Module 3 Notes

Module III: Sustainability Marketing & Theoretical Foundations of Ethics

Examines moral philosophy frameworks, normative ethical theories, individual vs organizational ethical values, and the strategic linkage between corporate marketing ethics and sustainability.

Unit 12: Linkages between Sustainability Marketing & Marketing Ethics

Marketing ethics provides the moral compass for sustainable business. Without ethical integrity, corporate sustainability claims degenerate into deceptive greenwashing.

Unit 13: Ethical Decision-Making Frameworks in Marketing

Stages: Recognizing Moral Dilemma → Moral Evaluation (Deontological duties vs Utilitarian consequences) → Ethical Intent Formulation → Action & Responsibility.

Unit 14: Theoretical Foundations of Ethics – Business vs Marketing Ethics

Deontological Ethics (Kant): Duty-based morality focusing on inherent rightness of actions regardless of consequences.

Teleological / Utilitarian Ethics (Bentham/Mill): Consequence-based morality aiming for "the greatest good for the greatest number."

Unit 15: Individual vs. Organizational Ethical Climate

Distinguishing personal moral beliefs from corporate organizational culture, peer pressure, performance quotas, and tone at the top.

Unit 16: Normative Marketing Ethics & Ethicality vs. Profitability Dilemma

Normative standards establish ideal rules for fair competition, consumer privacy protection, and transparent pricing, balancing short-term profit maximization against long-term brand trust.

Practical Case Framework (Ethical Philosophy & Normative Marketing Framework): Compare major moral philosophies applied to marketing decision-making dilemmas.

Marketing Ethics Philosophical Framework Matrix:

Ethical Philosophy	Core Moral Criterion	Marketing Application Example	Ethical Evaluation Standard
Deontology (Duty-Based)	Inherent duty & categorical imperatives	Refusing to issue misleading ad claims even if legal	Action is morally right if it respects consumer rights
Utilitarianism (Consequence)	Maximizing net social utility & well-being	Voluntarily recalling defective products to prevent harm	Action is right if net benefits outweigh total social costs
Virtue Ethics (Character)	Moral character, honesty, & integrity	Transparent ingredient disclosure on product labels	Action reflects corporate integrity & fairness
Justice Theory (Fairness)	Equitable distribution of benefits & burdens	Fair pricing in economically disadvantaged areas	Action prevents exploitation of vulnerable consumers

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