



B.Com Honours

Semester III

Calicut University

SUSTAINABLE MARKETING AND ETHICAL PRACTICES

Course Code: COM3FV108 • Module 4 Notes

Module IV: Ethics in the Marketing Mix & Corporate Culture

Addresses operational ethical issues across Product, Price, Place, and Promotion, data privacy in market research, and establishing an ethical corporate code of conduct.

Unit 17: Ethical Issues Pertaining to the 4 Ps of Marketing

Product: Planned obsolescence, unsafe design. **Price:** Price gouging during emergencies, predatory pricing. **Place:** Slotting fee bribery, exclusive dealing. **Promotion:** Deceptive advertising, hidden fees.

Unit 18: Ethical Issues in Marketing Research & Data Privacy

Protecting consumer digital privacy (GDPR / Digital Personal Data Protection Act DPDP), preventing unauthorized data mining, eliminating biased survey design, and securing informed consent.

Unit 19: Ethical Dilemmas in Marketing to Vulnerable Demographics

Avoiding manipulative advertising targeted at children (junk food ads during cartoons), exploiting elderly financial insecurity, or predatory subprime consumer credit offers.

Unit 20: Role of Marketing Ethics in Building Corporate Culture

Fostering an organizational climate of trust, whistle-blower protection, ethical leadership, and transparent stakeholder reporting.

Unit 21: Corporate Code of Conduct & Implementation Challenges

Designing enforceable Codes of Conduct (ASCI guidelines for advertising), establishing ethics compliance officers, and overcoming implementation resistance.

Practical Case Framework (Ethical Violation & Remediation Matrix Across 4 Ps): Categorize ethical violations across the marketing mix and specify corporate corrective actions.

Marketing Mix (4 Ps) Ethical Violation & Remediation Matrix:

Marketing Mix Element	Unethical Practice / Violation	Consumer Impact / Harm	Corporate Ethical Remediation Standard
Product	Planned Obsolescence & Hazardous Materials	Shortened product life, toxic electronic waste	Right to Repair design, non-toxic modular components
Price	Price Gouging during medical shortages	Financial exploitation of vulnerable patients	Price caps during crisis, transparent cost breakdown
Place (Distribution)	Exclusive Channel Lock-in & Bribery	Restricts retail competition & inflates prices	Fair multi-channel access & transparent slotting fees
Promotion	Greenwashing & Deceptive Dark Patterns	Misleads buyers with fake eco-credentials	Third-party audited ecolabels & ASCI compliance

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