

Scorecard on Ethical Issues in Marketing

- Do you clearly understand what constitutes an ethical issue in marketing after reading the article?
- Can you identify at least three specific examples of ethical issues in marketing based on the information provided?
- Do you appreciate why ethics are important in marketing and how they impact consumer trust and business success?
- Can you recognize what constitutes an unethical marketing practice after reading the article?
- Do you feel equipped with strategies to address ethical issues in marketing?
- Did the article provide relatable and practical advice that you can apply in your marketing practices or analyze in other businesses?
- Was the article engaging and easy to follow?
- Do you feel more committed to ethical marketing practices after reading this article?