

Ethic in marketing

The guidelines note that discrimination based on gender is not allowed. Good practice in marketing is part of the enterprise's social responsibility. Discrimination in marketing means that a group of people is suppressed, degraded or offended based on gender, religion, race or disability. Social status of the group is taken into account if the Council for ethical practice in marketing evaluates the Advertising. Advertising/marketing must not enforce prejudicial attitudes already present in society. Gender discrimination does not only contain nudity. In the evaluation it is considered whether a person is represented only as an object or a sex object and whether the representation has any connection to the product being marketed. When sexuality is overplayed in advertising and representation is degrading to men or women, it is against the ethical practice in marketing.

Bibliographic Citation:

<http://www.kuluttajavirasto.fi/fi-FI/yritykselle/markkinointi/hyva-tapa/>

Weblinks

Website



Metadata

TYPE: Other

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LANGUAGE: Finnish, Swedish, English

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