



[Summary]

Ethics in Marketing and Contemporary Issues

Subject:	Business Economics
Course:	B. A. (Hons.), 2 nd Semester, Undergraduate
Paper No. & Title:	Paper – 204 Marketing Management
Unit No. & Title:	Unit – 5 Contemporary Issues
Lecture No. & Title:	Lecture – 2 Ethics in Marketing and Contemporary Issues

Summary

The topic deals with wide variety of areas like ethics in marketing, telemarketing, digital commerce, trends in retailing and rural marketing. Ethics in marketing deals with the concerns companies have for the consumers and the environment in which they conduct their business. Reaching out to the customers and selling the product or services through a telephone or other hand held device comes under the purview of telemarketing. Also, today marketers are increasingly using websites and online resources for sales and marketing activities. One of the emerging areas in contemporary issues is m-commerce which is e-commerce directly into the customer's hand via wireless technology. In India, there is a huge scope for rural marketing as the market size is massive and the rural market has characteristics which make it both challenging and profitable and corporates are adapting their marketing mix to cater to them. On the other hand the organized retail landscape is emerging and taking shape leading to a gradual shift in consumer buying.