

Ethics of Marketing and Sales

Product Portfolio

Are there any moral limitations on what we can make and sell or should we just let the market decide?

Advertising and Promotion (In groups)

1. Does Church teaching have relevance to advertising?
2. Doesn't advertising simply "mirror" society?
3. Is it morally acceptable to create needs? To appeal directly to consumer instincts?
4. Is it morally acceptable to use advertising to make people feel inadequate if they don't buy our product?
5. How can we use advertising in a morally acceptable way?
6. Is it morally acceptable to advertise children's products directly to children?
7. Is it morally acceptable to use advertising to persuade teenagers that they will not be cool unless they use a product, especially if this technique is used successfully by competitors?

Pricing and Sales (In groups)

1. What is a just price, and do we have any moral obligation to offer goods at a just price?
2. May larger enterprises use their size to gain advantage over other businesses (e.g. through pricing practices)?
3. Is bluffing in negotiation morally acceptable, either to defend our position or to get a better deal?
4. May we sell a product or service to an organization that we believe will put them to an immoral use, e.g., printing services to a company that produces a pornographic magazine?
5. May we sell a product or service to an organization that has intrinsically evil ends, e.g. printing services to an abortion clinic?
6. Is it wrong to target our products and services to certain groups of poorer or more vulnerable customers, where their relatively lower sophistication, lower education levels, and perhaps inability to get credit make them “captive,” and therefore more profitable, customers for us?