

Marketing Ethics Checklist

Rule One: Put the customer's interests first.

Rule Two: Put the best quality products and services into the market, and make sure they are safe and effective.

Rule Three: Avoid stereotyping customers.

Rule Four: Charge fair prices.

Rule Five: Communicate information that is accurate and complete.

Rule Six: Avoid undue influence.

Rule Seven: Be a fair competitor.

Rule Eight: Do no harm.

Rule Nine: Be accountable!