Members of the American Marketing Association (AMA) are committed to ethical professional conduct. They have joined together in subscribing to this Code of Ethics embracing the following topics:

**Responsibilities of the Marketer**

Marketers must accept responsibility for the consequences of their activities and make every effort to ensure that their decisions, recommendations, and actions function to identify, serve, and satisfy all relevant publics: consumers, organizations and society. Marketers' professional conduct must be guided by:

1. The basic rule of professional ethics: not knowingly to do harm;
2. The adherence to all applicable laws and regulations;
3. The accurate representation of their education, training and experience; and
4. The active support, practice and promotion of this Code of Ethics.

**Honesty and Fairness**

Marketers shall uphold and advance the integrity, honor, and dignity of the marketing profession by:

1. Being honest in serving consumers, clients, employees, suppliers, distributors and the public;
2. Not knowingly participating in conflict of interest without prior notice to all parties involved; and
3. Establishing equitable fee schedules including the payment or receipt of usual, customary and/or legal compensation for marketing exchanges.

**Rights and Duties of Parties**

Participants in the marketing exchange process should be able to expect that:

1. Products and services offered are safe and fit for their intended uses;
2. Communications about offered products and services are not deceptive;
3. All parties intend to discharge their obligations, financial and otherwise, in good faith; and
4. Appropriate internal methods exist for, equitable, adjustment and/or redress of grievances concerning purchases.

It is understood that the above would include, *but is not limited to*, the following responsibilities of the marketer:

**In the area of product development management:**

Disclosure of all substantial risks associated with product or service usage
Identification of any product component substitution that might materially change the product or impact on the buyer's purchase decision
Identification of extra-cost added features

**In the area of promotions:**

Avoidance of false and misleading advertising
Rejection of high pressure manipulations, or misleading sales tactics
Avoidance of sales promotions that use deception or manipulation

**In the area of distribution:**

Not manipulating the availability of a product for purpose of exploitation
Not using coercion in the marketing channel
Not exerting undue influence over the resellers' choice to handle a product

**In the area of pricing:**

Not engaging in price fixing
Not practicing predatory pricing
Disclosing the full price associated with any purchase

**In the area of marketing research:**

Prohibiting selling or fund raising under the guise of conducting research
Maintaining research integrity by avoiding misrepresentation and omission of pertinent research data
Treating outside clients and suppliers fairly

**Organizational Relationships**

Marketers should be aware of how their behavior may influence or impact on the behavior of others in organizational relationships.

They should not encourage or apply coercion to obtain unethical behavior in their relationships with others, such as employees, suppliers or customers.

1. Apply confidentiality and anonymity in professional relationships with regard to privileged information.
2. Meet their obligations and responsibilities in contracts and mutual agreements in a timely manner.
3. Avoid taking the work of others, in whole, or in part, and represent this work as their own or directly benefit from it without compensation or consent of the originator or owner.
4. Avoid manipulation to take advantage of situations to maximize personal welfare in a way that unfairly deprives or damages the organization or others.

Any AMA members found to be in violation of any provision of this Code of Ethics may have his or her Association membership suspended or revoked.

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