



RUKMINI DEVI
Institute of Advanced Studies

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DOSSIER
ON
Ethical issues in Marketing.

Marketing Club
ON
29/03/2019



Title	Submission of Dossier for " Ethical issues in Marketing. "
Resource Person/Facilitator	Ms DEEPALI DHINGRA - Assistant professor
Date	29/03/2019

Summary

Vipanan: The Marketing club of RDIAS has organized a discussion on Marketing Ethics for the students of BBA and MBA in Room no. B-105, RDIAS on March 29, 2019 during 01:30 PM-2:30 PM. This activity was aimed to enhance students knowledge about the ethical issues in marketing strategies of the company. Participation in this activity was open for BBA and MBA students. Total 19 participants enthusiastically participated in the event.

The discussion began with the anchors introducing the topic to all participants. In this discussion students discussed about the current scenario of marketing ethics, recent trends in marketing ethics and how customers are affected by the ethics in marketing strategy. One hour was given to the students for the discussion and each student participated in this event with full zeal and enthusiasm.

Dossier Image



Student and faculty Coordinators explaining the various aspects of ethical issues in marketing to the participants



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