



RUKMINI DEVI

Institute of Advanced Studies

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- NAAC Accredited, 'A+' Grade (2nd Cycle)
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- Highest Category 'A' by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
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Ethical issues in Marketing

TITLE	Ethical issues in Marketing.
Date	Mar 29, 2019 - Mar 29, 2019
Summary	<p>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 student's 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.</p> <p>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 is given to the students for the discussion and each student participated in this event with full zeal and enthusiasm.</p>