



Delivering Marketing
that Means Business

Marketing Ethics of Pip Close Marketing Services (PCMS)

Responsibilities of the Marketer

PCMS must accept responsibilities 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, organisations and society. PCMS 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
3. The accurate representation of their education, training and experience
4. The active support, practice and promotion of this Code of Ethics

Honesty and Fairness

PCMS shall uphold and advance the integrity, honour, and dignity of the 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
3. Establishing equitable fee schedules including payment or receipt of usual, customary and legal compensation for marketing exchanges

Rights and Duties of Parties

1. Clients whom PCMS represent in the marketing exchange process should ensure that :
2. Products offered are safe and fit for their intended use
3. Communications about offered products are not deceptive
4. All parties intend to discharge their obligations, financial and otherwise, in good faith
5. Appropriate internal methods exist for equitable adjustment and or redress of grievances concerning purchases

It is understood the above would include the following responsibilities

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 buyers purchase decision
- Identification of extra cost added features

Promotions:

- Avoidance of false or misleading advertising
- Rejection of high pressure manipulations or misleading sales tactic
- Avoidance of sales promotions that use deception or manipulation

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

Pricing

- Not knowingly engaging in price fixing
- Not practicing predatory pricing
- Disclosing the full price associated with any purchase in the area of marketing research

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

Organisational Relationships

- PCMS is aware of how behaviour may influence or impact on the behaviour of others in organisational relationships.
- PCMS will not encourage or apply coercion to obtain unethical behaviour in relationships with others, such as contractors, suppliers or customers.
- Apply confidential and anonymity in professional relationships by regard to privileged information.
- Meet obligations and responsibilities in contracts and mutual agreements in a timely manner.
- Avoid taking the work of others, in whole or part, and represent this work as their own or directly benefit from it without compensation or consent of the originator or owner.
- Avoid manipulation to take advantage of situations to maximise personal welfare in a way that unfairly deprives or damages the organisation or others.