

For this assignment, you will read an article and answer a series of questions concerning the ethics and moral responsibilities involved with a controversial marketing strategy. Begin by researching the CSU Online Library to find an article about marketing to vulnerable populations, stealth or undercover marketing, ambush marketing, or E-lining. The article you choose must be at least three pages in length and published in the last 5 years.

Then, provide a written response to each of the items listed below.

1. In your own words, how would you describe the marketing strategy used in the article you chose? How did consequence, principle, and character play a role in the marketing strategy used?
2. Explain the ethical issues involved in the marketing strategy from the perspective of marketers, company owners, consumers, and competitors. Be sure to explain how an individual's online activities may have been used in the marketing strategy.
3. Describe an actual instance of the marketing strategy not included in the article. What was the organization hoping to achieve through its marketing tactics? Would you consider the organization's marketing an immoral practice or morally permissible competitive strategy? Explain your position.
4. As a leader of an organization, would you allow this type of marketing? Explain your reasoning.

