

## **TEACHING MARKETING AND BUSINESS ETHICS**

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### **ABSTRACT**

While some people believe that obeying the law and being ethical are common sense behaviors, the complexity of expectations and relationships between business and society requires a more strategic approach. Only through the leadership of business schools and professors can business and marketing ethics become a meaningful component of business education. This leadership should involve teaching and learning approaches that take students into the world of business by addressing relevant, current, and dynamic ethical dilemmas and solutions. Students should be provided with skills and experiences that allow them to practice and contemplate real-world decision-making. Students also need knowledge about the challenges and opportunities presented by organizational approaches to social responsibility and ethics. This roundtable discussion will explore the various methods for teaching marketing and business ethics.