

MEDIA RELEASE

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ATTENTION: Chiefs of Staff, News Directors



Marketing expert tackles the hard sell

Marketing and consumer behaviour expert Professor Pascale Quester will deliver a lecture on the ethics of marketing at UTAS today.

Prof. Quester is Inaugural Professor of Marketing at The University of Adelaide Business School and is currently an Adjunct Professor in the Faculty of Business at UTAS.

The lecture, titled: “Hard Sell —Can Marketing Ever Be Ethical”, will dissect the many ethical dilemmas faced by marketers on a daily basis. Prof Quester will also offer a variety of perspectives that could improve the morality of marketer’s decisions and discuss the critical role to be played by “ethical consumers”.

Prof Quester will also examine the idea of Corporate Social Responsibility, a broad term that relates to the social impact of business.

“US surveys show that business professionals feel under pressure to compromise ethical standards,” Prof Quester said.

“Business students (future managers) also expect to have to drop their ethical standards when getting a job.”

However, Prof. Quester said it’s not all bad news.

“Many (70 per cent) of professionals have never observed a breach of code of conduct and very few (5 per cent) actually report having experienced any pressure to act unethically.”

The lecture takes place tonight from 5.30pm-6.30pm at the Stanley Burbury Theatre, Sandy Bay Campus.

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