Ethical guidance for social marketing and service design
Collaboration has lead to different techniques
Training in social marketing

Marketing (Social Marketing) MSc

Full-time, 12 months

Our courses deliver a high-quality learning experience promoting students with the opportunity to acquire an understanding of the skills required for a career in marketing, advertising, marketing communications, brand management, international marketing, and social marketing. The members of this marketing, sales, and research group in the Business School are highly experienced and active researchers publishing in leading academic journals. In 2014 the marketing group hosted the prestigious European Marketing Academy Conference which attracted over 500 delegates from over 30 countries.

ETHICS
Guidelines

• Value of guidelines?
• More responsible?
• Not from regulatory body
• No legal imperative to subscribe to them

• A better way for ethical conduct to be implemented in social marketing to ensure a continued productive development of practice

Explore the role of ethics in SM practice
Reflecting on ethical practice

• Sensitive findings from research
• Co-designing – IP and ownership
• Payment?
• Managing expectations
Ethics Breakasts findings...

• Value of ethics
  - need to ‘make the case’ for their time to be spent reflecting on and evaluating their practices to make them more ethical

• Attitude to ethics

• Open discussion of ethics was unpractised
  - What is ethical practice, what are the boundaries?

• Current guidance is not meaningful or influential

Ethics buddy

• Informal meetings

• Trans-discipline approach;
  - support analysis of practice
  - higher level of critical analysis

• Tools – support process of reflection and analysis
Tools

Mapping hot-spots

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Tools
**Tools**

**Outcomes**

- Ethical standing
- Different perspectives
- Time to reflect
- Change in practice
- Next steps