



# Advertising vs. Marketing: The Ethical Challenge

*Ileen E. Kelly*

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Various business models have been presented each reflecting their strengths and weaknesses. The first model demonstrates consumer purchase behavior. The second model demonstrates marketing strategies. The third model demonstrates the use of various advertising vehicles and the last model demonstrates the human aspect that combines salesmanship and leadership with ethical business codes of conduct. This researcher found a multitude of articles, books, journals, and websites on each topic and recognized the need for these models to merge. Based on the readings, you will observe the pros and cons which lead to the end results. Results from which decisions are judged as ethical including the decision making that requires the means to be ethical as well.

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