

## **ETHICAL ISSUES INVOLVED IN INTEGRATED MARKETING COMMUNICATION**

**RAHUL GARG**

ASSISTANT PROFESSOR IN COMMERCE, GDC MEMORIAL COLLEGE, BAHAL, BHIWANI (HARYANA)

---

### **ABSTRACT**

Integrated marketing communication (IMC) refers to that concept under which a business firm carefully integrates and coordinates its many communication channels for delivering a clear, consistent and compelling message about the organisation and its products.<sup>1</sup>

It is very much important to note that over the past few decades, various business organisations around the world perfected the art of mass marketing-selling highly standardised products to makes of customers. In this process, they developed various effective mass-media advertising techniques for supporting their mass-marketing strategies. They routinely invested millions of dollars in the mass media, reaching tens of millions of customers with a single advertisement. But marketing managers face some new marketing communication realities. For an organisation to get success in this competitive environment there is the need to manage the marketing communication system both for efficient performance and for the promotion of sales.<sup>2</sup> For this purpose, people at all levels of the organisation must be aware of the ethical issues involved in integrated marketing communication. This paper will define the concept of IMC, its need and ethical issues involved in IMC.

**KEYWORD:** Advertising, Ethics, Ethical Issues, Integrated Marketing Communication, Marketing,

---