The Case for Virtue in Marketing

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The vast wealth of the United States (or any other country with reasonable economic capabilities) enables even its most seemingly proletariat members to have the opportunity to own more than they need to simply exist. Yet, there exists a cost for living in our corporate-minded society. Virtue is often sacrificed for the sake of materialistic gain. This is especially true in the realm of marketing.

The American Marketing Association (AMA) prohibits the use of false advertising. That is to say, they prohibit the use of false premises to elicit a false conclusion from the consumer about the product. However, the AMA is incapable of preventing advertising techniques that utilize true premises that are intended to convince the consumer of a false conclusion.

In this genre of advertising, the moral code is bent for the sake of materialism, which I will show is not something that should necessarily be encouraged. Furthermore, I will examine the criteria by which it would be necessary to judge product advertising, and discuss the feasibility of establishing more focused criteria such that consumer and corporate freedom are preserved.