



Purpose

Dozier Industries Harvard Case Solution & Analysis

Business Without Ethics



Ethics in Marketing

- Marketing to children is one of the biggest of issues

By Incorporating this Course...

- Business owner/managers: Who is your main audience?
- How will you be judged for marketing your products to children
- Basic principles of business ethics in the work environment

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Background

Childrens Role in Marketing

- A key demographic to marketers and advertisers.
- Purchasers and persuaders
- Children are the future

Pester Power

- Children have the unique ability to pester (a marketing strategy)
- "We're relying on the kid to pester the mom to buy the product..."
- -Barbra A. Martino, Advertising Executive
- Kidfluence: persistence & importance

Brand Name Loyalty

- Marketers plant the seeds of brand name recognition in children at a young age
- Babies at six months can form mental images of logos & mascots (Center for a New American Dream)
- Brand loyalties can be established by age two and are likely to be carried on with them throughout their lives

Development of the Child Demographic

- Has become a multimillion dollar industry
- Instant Gratification
- Parental Guilt
- The impact of children is becoming increasingly apparent.

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in Marketing

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