

Bahria Institute of Management and Computer Sciences
Department of Management Sciences

Final Project Approval Sheet
Viva-Voce Examination

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Topic of Research: "Advertising and Its Ethical Practices in Targeting Children Products.

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ABSTRACT

This research paper is a part of our Management course. An endeavor has been made to address the issue, relating to ethics in advertising of local companies as well as multinationals in the end I have given recommendations as regards to practices pertinent to advertising management in Pakistan.

The central idea of the research revolved around the most important element of marketing mix, promotion. An extensive research had been carried out to collect material on the ethics in advertising and their violation. Uses of annexure have been made where felt necessary to highlight the relevant true data/information.

This paper also gives the overall condition of advertising ethics and actions of companies in order to compete and gain market share. This study covers all aspects of advertising ethics from customer point of view that what they feel of the advertisement that is directed towards the cliental (Children), what points companies should keep in mind before advertising. I explored and tried to explain how companies view ethics in advertising. This report describes the ethical issues that companies face in their advertising.

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