



Marketing und Ethik - Marketing aus ethischer Perspektive (German Edition)

Yasemin Sari

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Studienarbeit aus dem Jahr 2008 im Fachbereich Ethik, Note: 1,0, Rheinisch-Westfälische Technische Hochschule Aachen, 17 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: In Anbetracht der häufig auftretenden Unternehmensskandale, scheint dieser Manager nicht alleine mit seiner Anschauung zu stehen. Bestechungs- und Betrugsaffären, überhöhte Managergehälter, Massentlassungen, Lebensmittelskandale, um nur einige der aktuellen Themen aus der Wirtschaftspraxis zu nennen, die die Ansicht des Managers stützen. Wirtschaft und Ethik werden in einem Widerspruch gesehen. Jedoch wird aufgrund der öffentlich geführten Diskussionen deutlich, dass die Bevölkerung einen anderen Standpunkt vertritt und ethische Anforderungen an die Unternehmen stellt. Die Bevölkerung, in ihrer Rolle als Konsument und als eine der wichtigsten Anspruchsgruppen der Unternehmen verlangt, dass Unternehmen neben ökonomischen Zielen auch ethische und soziale Ziele verfolgen sollen. Es stellt sich nun die Frage inwieweit derartige moralisch-ethische Ansprüche angesichts der zunehmenden Globalisierung, der wachsenden Homogenität der Märkte sowie der damit verbundenen Konkurrenzzwänge zu erwarten und zu realisieren sind. Was bedeutet in diesem Zusammenhang überhaupt ethisches Handeln? Zu betrachten ist auch, ob und inwiefern Unternehmen davon profitieren, wenn sie anstatt des eigenen Gewinnstrebens den allgemeinen Nutzen in den Vordergrund stellen. Ziel dieser Arbeit soll es sein, eine Übersicht über die zentrale Problematik einer Beziehung zwischen Ethik und Wirtschaft zu geben. Dabei sollen im Kern das Marketing eines Unternehmens und die damit verbundenen ethischen Fragestellungen stehen.

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