Ethical and sustainable business and marketing practices are those practices that should be employed by most firms. Marketing is important in the plan of things because it brings customers to the product or service, but marketing campaigns have been criticized. For example, the camel cartoon logo has been criticized as enticing children to smoke cigarettes. The fact that colorful cartoons, and other concepts are used to sell things suggests that consumers are lured to buy products they do not need, or that are not good for them. The ethics of advertising and marketing are significant. Yet, when rolling marketing into ethical and sustainable business practice, it simply becomes an offshoot. When companies have positive values, their marking approaches will likely be tied to those exemplary core beliefs. First, it is important to look at ethical and sustainable business practices. What are they exactly?

Ethical business practices are important in the scheme of things. Ethics are "moral standards used to judge right from wrong" (Stralser 2004). In the business world, ethical quandaries abound. Many companies have created their own ethics in making up a set of core values and they make sure that the employees share those. Companies that have good leadership do center their decisions on these types of core values (Greenwood & Cieri 2005, p. 2). Indeed; corporate cultures should be altered to improve financial management protocols. Ethical business practices should be combined with sustainable business practices, and the latter may be considered a solution to the former, if indeed ethical challenges exist (Stralser 2004).

The concept of ethical is talk about what we ought to do. Anyone who wants to be an ethical, human should understand that the fundamental question of ethical is what should I do, what should we do? If we do not ask ourselves this question, any talk about ethical is in vain (Narveson 2000). Hence ethical are about action and essentially normative, not explicative. Their primary focus is on what we should do; neither on what we can do nor on what we can know. According to Immanuel Kant states that duty is the standard of ethics. Duty means strict adherence to moral law without regard to its consequences in action, If something is right, it is right (Narveson 2000).

Sustainable business practices are processes that are becoming widespread (Bartels & Nelissen 2002). The fact that it is increasing is attributable to changing social attitudes towards responsibilities that firms hold in relation to the societies in which they operate (Bartels & Nelissen 2002). What are sustainable practices? The term sustainable means different things to different people. But, in essence, it is concerned with meeting the needs of people today without compromising the ability of future generations to meet their own needs. Therefore sustainable involves in a broad view of social, environmental and economic outcomes and a long-term perspective, concerned with the interests and rights of future generations as well as of people today (Draaijer, Pfann & Davis 2009, p. 4).

Sustainable business practice means that firms are creating a link between ecological and social considerations with financial profitability (Bartels & Nelissen 2002). That is, rather than only vying to make a profit, companies are looking at ways to improve society. Firms realize that while their goal is to sell their products, they also have a responsibility to society at large (Bartels & Nelissen 2002).

Sustainable business practices are intimately tied to marketing. This is because when marketing a product, firms need to be socially responsible in order for their goals to be aligned with the mentality of sustainable business practices. Marketing plays a significant role in terms of strategic planning (Draaijer, Pfann & Davis 2009, pp. 2-4). Thus, in examining a company and its commitment toward sustainable business practices, one might want to look at strategic planning as well as marketing. Strategic planning is aligned with the company's actions. Marketing is a part of those actions (Draaijer, Pfann & Davis 2009, pp. 2-4).

With a focus on marketing practices in relation to ethical and sustainable business practices, there is much to be said. Marketers must be aware of the basic values of the companies for which they serve. Advertising agencies therefore must understand that if a business is trying to provide honest products and services, and runs a corporation in a positive manner, then its marketing campaigns must likewise reflect the same mentality (Ethical Business and Sustainable Communities 2002).

On some level, all publicity is good publicity. until now, when considering corporate ethics, that statement is not necessarily true. While it may be true that publicity for a company will likely increase sales—even if the publicity is bad—the ethical organization will have the desire to promote its wares in a direct, moral manner. This means that some advertising or marketing tactics will be dismissed, direct approaches are preferred, because solid firms with high core values will reject anything that goes against its ethical makeup, it is not difficult to incorporate ethical and sustainable business practices with general marketing and strategic planning.

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