All Chartered Marketers and Marketing Practitioners, as well as individual and corporate members of the Marketing Association are required to adhere to a code of conduct and ethical practice. The code is based on international marketing best practice. The following excerpts provide a guide to the essential principles of the code.

Integrity
Adherence to certain standards of conduct and moral behaviour consistently practised will ensure integrity. A member must be straightforward and honest in performing professional services.

Objectivity
Objectivity requires a member to be fair and not to allow prejudice or bias or influence of others to override objectivity.

Professional Competence and Due Care
A member must perform professional services with due care, competence and diligence and has a continuing duty to maintain professional knowledge and skill at a level based on up-to-date developments in practice, legislation and techniques.

Confidentiality
A member is required to respect the confidentiality of information acquired during the course of performing professional services and may not use or disclose any such information without proper and specific authority.

Professional Behaviour
A member should refrain from any conduct which might bring discredit to the profession or do harm to others. A member’s conduct must be courteous and considerate towards clients, third parties, other members, staff, employers and the general public.

Technical Standards
A member must carry out professional services in accordance with the relevant technical and professional standards. Members have a duty to carry out with care and skill, the instructions of the client or employer in so far as they are compatible with the requirements of integrity, objectivity and, in the case of members offering services to the public, independence.

INTEGRITY AND OBJECTIVITY
The principles of integrity and objectivity impose the obligation on all members to be fair, honest and free of conflicts of interest, prejudice and bias.

Members are obligated to apply these principles, even at the sacrifice of personal advantage, whether they are in commerce, in industry, in academic situations, in the public sector or offering services to the public. Relationships or interests, whether direct or indirect, which could adversely influence or impair capacity to act with integrity and objectivity should be avoided.

PROFESSIONAL COMPETENCE
A member should not undertake or continue with any professional services which he or she is not competent to carry out. If a member does not have the competence to perform a specific part of the professional service, technical advice may be sought from experts. A member may not mislead an employer as to his or her degree of expertise or experience.

Members have an absolute responsibility to keep up-to-date in whatever field of activity they are engaged. All members are required to adopt a programme of continuing professional development, which is recorded and monitored.

PUBLICITY, ADVERTISING AND SOLICITATION
Material prepared for the purposes of publicity, advertising and solicitation should be in good taste both as to content and presentation.

The material must conform to the accepted norms of legality, decency, honesty and truthfulness.

The complete code is available from the Association on request.