

**IED25**

## **NAVIGATING ETHICS IN ADVERTISING EDUCATION: INSIGHTS ON HOW ADVERTISING PROFESSORS INTEGRATE ETHICS INTO THEIR CURRICULUM**

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### **Abstract**

Strategic communication courses often prioritize client profit through persuasive messages, neglecting their impact on consumer well-being. Research highlights that certain ads can lead to irrationality, depression, lower self-esteem, and marginalization. Despite the inclusion of ethical practices in marketing programs, the frequency of these adverse outcomes - along with advancements in AI technology - calls for a closer examination of how advertising ethics are taught across the United States. This study reviews best practices for ethics instruction and surveys U.S. advertising professors to assess how their courses balance persuasive techniques with consumer well-being.

### **Conference Track**

Innovative Education