



AUSTRALIAN MARKETING INSTITUTE

CODE OF PROFESSIONAL CONDUCT

1. Members shall conduct their professional activities with respect for the public interest.
2. Members shall at all times act with integrity in dealing with clients or employers, past and present, with their fellow members and with the general public.
3. Members shall not intentionally disseminate false or misleading information, whether written, spoken or implied nor conceal any relevant fact. They have a duty to maintain truth, accuracy and good taste in advertising, sales promotion and all other aspects of marketing.
4. Members shall not represent conflicting or competing interests except with the express consent of those concerned given only after full disclosure of the facts to all interested parties.
5. Members in performing services for a client or employer, shall not accept fees, commissions or any other valuable consideration in connection with those services from any one other than their client or employer except with the consent (express or implied) of both.
6. Members shall refrain from knowingly associating with any enterprise which uses improper or illegal methods in obtaining business.
7. Members shall not intentionally injure the professional reputation or practice of another member.
8. If a member has evidence that another member has been guilty of unethical practices it shall be their duty to inform the Institute.
9. Members have a responsibility to continue the acquisition of professional skills in marketing and to encourage the development of these skills in those who are desirous of entry into, or continuing in, the profession of marketing management.
10. Members shall help to improve the body of knowledge of the profession by exchanging information and experience with fellow members and by applying their special skill and training for the benefit of others.
11. Members shall refrain from using their relationship with the Institute in such a manner as to state or imply an official accreditation or approval beyond the scope of membership of the Institute and its aims, rules and policies.
12. The use of the Institute's distinguishing letters must be confined to Institute activities, or the statement of name and business address on a card, letterhead and published articles.
13. Members shall co-operate with fellow members in upholding and enforcing this Code.