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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

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FILE COPY

FOR IMMEDIATE RELEASE:

MARKETING ETHICS TOPIC OF PUBLIC TALK

CHARLESTON, IL--Patrick E. Murphy, professor and acting head for the department of marketing at Notre Dame University, will speak on "Implementing Marketing Ethics" at Eastern Illinois University Thursday, September 27.

The 7:30 p.m. presentation in the Grand Ballroom of the University Union is open to both students and the public. There is no admission charge.

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MARKETING ETHICS

Murphy is one of the nation's leading authorities on marketing ethics (co-editor of a 1985 book, Marketing Ethics: Guidelines for Managers, and has recently completed a new text on the same topic.

His articles have appeared in top marketing and business ethics journals. For the past three years, he has been the editor of the Journal of Marketing and Public Policy.

On Friday morning he will hold faculty sessions on "integrating ethics into business curriculas" and "publishing tips and strategies."

He will also discuss "Ethical Challenges to Business Managers in the 1990's" at a noon luncheon at the Charleston Inn on Friday (Sept. 28).

The luncheon is also open to the public and \$6 luncheon tickets may be reserved by calling 581-3526.