

## Canadian Institute of Marketing Council adopts new Code of Professional Conduct



Council of the Canadian Institute of Marketing has adopted a new Code of Professional Conduct as of October 15, 2014. The code was drafted by long-time member and former director, Suzen Fromstein, MCIInst.M., Hon.

The Canadian Institute of Marketing is dedicated to promoting and maintaining high standards of professional skill, ability and integrity among people engaged, in marketing products and services. The code establishes the ethical principles and standards of professional conduct and has been designed to:

- Ensure professional accountability and quality of service;
- Protect members of the public;
- Promote the marketing profession; and,
- Foster a spirit of solidarity and cooperation among members.

As a condition of membership, all members and student members are required to adhere to the Code of Professional Conduct.

To view and download a copy of the code, go to

<http://www.professionalmarketer.ca/Portals/0/Membership/Code%20of%20Professional%20Conduct%202014.pdf>