As a marketer, I understand that I have a specific and important role in the world economy. I am the mouthpiece of any organization - be it for-profit, government, not-for-profit, corporate or private - my communications shape the world of business and consumer interaction. The responsibility is great, but if I act in a mature and respectful manner I can change the view consumers have of business communications. Therefore, I pledge to operate under the following code of conduct, and offer my signature, below, to show solidarity with other professionals of the marketing community.

* I will not spam prospects without cause
* I will only buy lists of people that have requested to be contacted
* I will listen to my consumers and prospects
* I will create engaging content
* I will listen and respond to criticism, about my company, in a timely fashion
* I will develop and foster dialog
* I will inform prospects when bloggers and word-of-mouth marketers are being paid
* I will create a paradigm shift in how we all learn about business offerings
* I will treat the media with respect
* Research will drive my efforts
* Contests and sweepstakes will be relevant truthful
* I will practice truth in advertising
* My public relations efforts will be timely and respectful of the journalists’ needs
* I will be honest about payment of bloggers and word-of-mouth marketers

**Comments:**

**Name (Print):** **Organization:**

**Signature:**