Libertad y Orden
Ministerio de Educación Nacional
República de Colombia

EL INSTITUTO COLOMBIANO PARA EL FOMENTO DE LA EDUCACIÓN SUPERIOR
ICFES

Teniendo en cuenta que:

Katherine Boswijk Perlaza

Identificado con C.C.31487991 y número de Registro SNP VG200710003061 presentó y aprobó el Examen de Validación del Bachillerato Académico, realizado el 15 de abril de 2007 de acuerdo con lo establecido en el Decreto 1196 de julio de 1992

Le confiere el Título de

Bachiller Académico

Dado el 25 de mayo de 2007 Bogotá D.C.

DIRECTOR ICFES

INSTITUTO COLOMBIANO PARA EL FOMENTO DE LA EDUCACIÓN SUPERIOR

ICFES

RESOLUCIÓN No. **000156**

DEL 25 DE MAYO DE 2007

Por la cual se otorgan unos títulos de Bachiller

EL DIRECTOR DEL
INSTITUTO COLOMBIANO PARA EL FOMENTO DE LA EDUCACIÓN SUPERIOR

en uso de sus atribuciones legales y estatutarias, y

CONSIDERANDO:

QUE DE CONFORMIDAD CON EL DECRETO 1196 DE JULIO DE 1992 EXPEDIDO POR EL GOBIERNO NACIONAL, EL ICFES REALIZÓ EXÁMENES PARA LA VALIDACIÓN DEL BACHILLERATO ACADÉMICO, DURANTE LOS DÍAS

15 DE ABRIL DE 2007

Que de acuerdo con la citada norma corresponde al ICFES expedir el título respectivo a quienes aprobaron los exámenes de validación señalados en el considerando anterior,

RESUELVE:

ARTÍCULO 1o.- Otorgar el título de Bachiller a las personas que se señalan a continuación y quienes aprobaron los exámenes de validación del Bachillerato Académico

NOMBRE

Katherine Boswijk Perlaza

IDENTIFICACIÓN **C.C. 31487991** No. REGISTRO **VG200710003061**

ARTÍCULO 2o.- Por el ICFES expídense dos (2) copias auténticas de la presente Resolución a cada uno de los interesados

ARTICULO 3o.- La presente Resolución rige a partir de la fecha de su expedición.

COMUNÍQUESE Y CÚMPLASE.

MARGARITA MARIA PEÑA BORRERO
(Fdo.) Director ICFES

Es copia auténtica en su parte pertinente del original que reposa en los archivos del ICFES

SUBDIRECCIÓN LOGÍSTICA

B008859

NO SE REQUIERE EL REGISTRO DEL CORRESPONDIENTE TÍTULO, SEGÚN LOS DECRETOS 921 DE 1994 Y 2150 DE 1995

La República de Colombia

Ministerio de Educación Nacional y en su nombre la

Universidad Santiago de Cali

Con Personería Jurídica No. 2800 de 1959 del Ministerio de Justicia

Confiere el Título de

Médico

a

Katherine Bosuijk Perlaza

C.C.No.31.487.991

En testimonio de ello se expide el presente Diploma en Santiago de Cali, Valle del Cauca, el día 22 del mes de Abril de 2016

Carlos Andrés Pérez Gallardo
Rector de la Universidad

Fortunato García Wallis
Secretario General de la Universidad

No 19824-3



Acta de Grado

(No. 2396)

EN LA CIUDAD DE SANTIAGO DE CALI, CAPITAL DEL DEPARTAMENTO DEL VALLE DEL CAUCA, A LAS 3:00 P.M. DEL DIA 14 DE MARZO DE 2016, LA SECRETARÍA GENERAL DE LA UNIVERSIDAD SANTIAGO DE CALI, HIZO ENTREGA DE LA PRESENTE ACTA A:

KATHERINE BOSWIJK PERLAZA
C.C No.31487991

QUE KATHERINE BOSWIJK PERLAZA CON REGISTRO DE GRADO No.55270, CUMPLIÓ CON TODOS LOS REQUISITOS EXIGIDOS POR LA LEY PARA OPTAR SU TÍTULO PROFESIONAL. POR LO ANTERIOR, EN NOMBRE DE LA REPÚBLICA DE COLOMBIA Y POR AUTORIZACIÓN DEL MINISTERIO DE EDUCACIÓN NACIONAL, LA UNIVERSIDAD SANTIAGO DE CALI LE CONFIERE EL TÍTULO DE:

MEDICO

CÓDIGO SNIES 16245

QUE SU DIPLOMA DEBIDAMENTE REGISTRADO LE SERÁ ENTREGADO EN CEREMONIA SOLEMNE DE GRADUACIÓN EN FECHA FIJADA POR LA UNIVERSIDAD SEGÚN R-01 DE 2016

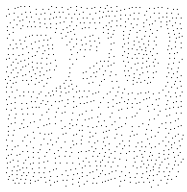
(FDO) SECRETARIO GENERAL DR. FORTUNATO GARCIA WALLIS

EN CONSTANCIA DE LO ANTERIOR SE FIRMA Y SELLA EN SANTIAGO DE CALI A LOS CATORCE (14) DÍAS DEL MES DE MARZO DE DOS MIL DIECISEIS (2016)

FORTUNATO GARCIA WALLIS
SECRETARIO GENERAL

Proyectó y Revisó: Isabel Chavez Erazo
Aprobó: Dr. FORTUNATO GARCÍA WALLIS

Nº 34096



La República de Colombia

Ministerio de Educación Nacional y en su nombre la

Universidad Santiago de Cali

Con Personería Jurídica No. 2800 de 1959 del Ministerio de Justicia

Confiere el Título de

Abogado

a

Katherine Boswijk Perlaza

C.C. No. 31.487.991

En testimonio de ello se expide el presente Diploma en Palmira, Valle del Cauca, el día 24 del mes de Abril de 2026

Carlos Andrés Pérez Galindo
Rector de La Universidad

Luisa Fernanda Muñoz
Secretaria General de la Universidad

n00092-a

USC
UNIVERSIDAD SANTIAGO DE CALI

Acta de Grado

A-SG-107.35.03-6159-2026

(No. 2618)

EN LA CIUDAD DE SANTIAGO DE CALI, CAPITAL DEL DEPARTAMENTO DEL VALLE DEL CAUCA, A LAS 3:00 pm DEL DIA 24 DE ABRIL DE 2026, LA SECRETARIA GENERAL DE LA UNIVERSIDAD SANTIAGO DE CALI, HIZO ENTREGA DE LA PRESENTE ACTA A:

KATHERINE BOSWIJK PERLAZA
C.C No. 31.487.991

QUE BOSWIJK PERLAZA KATHERINE, CON REGISTRO DE GRADO No. 94335, CUMPLIÓ CON TODOS LOS REQUISITOS EXIGIDOS POR LA LEY PARA OPTAR SU TÍTULO PROFESIONAL. POR LO ANTERIOR, EN NOMBRE DE LA REPÚBLICA DE COLOMBIA Y POR AUTORIZACIÓN DEL MINISTERIO DE EDUCACIÓN NACIONAL, LA UNIVERSIDAD SANTIAGO DE CALI LE CONFIERE EL TÍTULO DE:

ABOGADO

CÓDIGO SNIES 106978

QUE SU DIPLOMA DEBIDAMENTE REGISTRADO LE SERÁ ENTREGADO EN CEREMONIA SOLEMNE DE GRADUACIÓN EN FECHA FIJADA POR LA UNIVERSIDAD SEGÚN R01-2026

(FDO) SECRETARIA GENERAL DRA. LUISA FERNANDA MUÑOZ

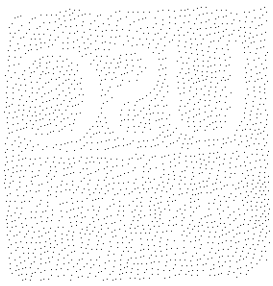
EN CONSTANCIA DE LO ANTERIOR SE FIRMA Y SELLA EN SANTIAGO DE CALI EL DÍA 24 DE ABRIL DE 2026.

USC UNIVERSIDAD SANTIAGO DE CALI SECRETARIA GENERAL

LUISA FERNANDA MUNOZ
SECRETARIA GENERAL

VALIDA AQUI

No. 32050



LA REPUBLICA DE COLOMBIA

MINISTERIO DE EDUCACION NACIONAL
Y EN SU NOMBRE

LA UNIVERSIDAD DE PAMPLONA

CON PERSONERIA JURIDICA RECONOCIDA MEDIANTE DECRETO 1550 DE 1971

CONFIERE EL TITULO DE

Contadora Pública

A

KATHERINE BOSWIJK PERLAZA

C.C. Nº 31.487.991 *Expedida en YUMBO*

Quien cumplió satisfactoriamente los requisitos académicos exigidos.

En testimonio de ello otorga el presente

DIPLOMA

En la ciudad de Pamplona 12 de Octubre de 2013

Elio Daniel Serrano Velasco
Rector(a)

Clara Liliana Parra Zabala
Secretario(a) General

Registro *60153* Folio *15* Libro *10* de Diplomas de Grado

69010



Libertad y Orden

República de Colombia

Ministerio de Educación Nacional y en su nombre la

Universidad ECCI

Resolución No. 13370 del 19 de Agosto de 2014 por el M.E.N.

Confiere a

Katherine Boswijk Perlaza

C.C. 31.487.991 de Yumbo

El título de

Especialista en:

Gerencia de la Seguridad y Salud en el Trabajo

En testimonio de ello se expide, firma y sella el presente Diploma en la Ciudad de Bogotá D.C.

A los 29 días del mes de Noviembre de 2018

UNIVERSIDAD ECCI

Secretaria General

Rector

Director de Programas



UNIVERSIDAD ECCI

ACTA DE GRADO No. 009

REPÚBLICA DE COLOMBIA

UNIVERSIDAD ECCI
APROBADA POR RESOLUCIÓN No. 13370 DE AGOSTO 19 DE 2014
DEL MINISTERIO DE EDUCACIÓN NACIONAL.

En Bogotá D.C., a los Veintinueve (29) días del mes de noviembre de 2018 en las instalaciones de la Universidad ECCI siendo las 05:00 p.m., se llevó a cabo la graduación del(a) estudiante **BOSWIJK PERLAZA KATHERINE,** identificado(a) con la C.C. No. **31487991** expedida en **Yumbo**, quien aprobó satisfactoriamente el plan de estudios correspondiente y cumplió con las condiciones académicas requeridas por la Institución. Como opción de grado realizó el **PROYECTO DE GRADO** titulado(a) **CAUSAS RELACIONADAS CON APARICIÓN DE ENFERMEDADES LABORALES EN OPERARIOS, EMPRESA LADRILLERA, SANTAFÉ. BOGOTÁ AÑO 2018,** obteniendo una calificación de 4.2 (**Cuatro Punto Dos**) con concepto **Aprobatorio(a).** En virtud de lo anterior y en representación de la Universidad, el señor Rector previa toma de juramento le confirió el título de **ESPECIALISTA EN GERENCIA DE LA SEGURIDAD Y SALUD EN EL TRABAJO.**

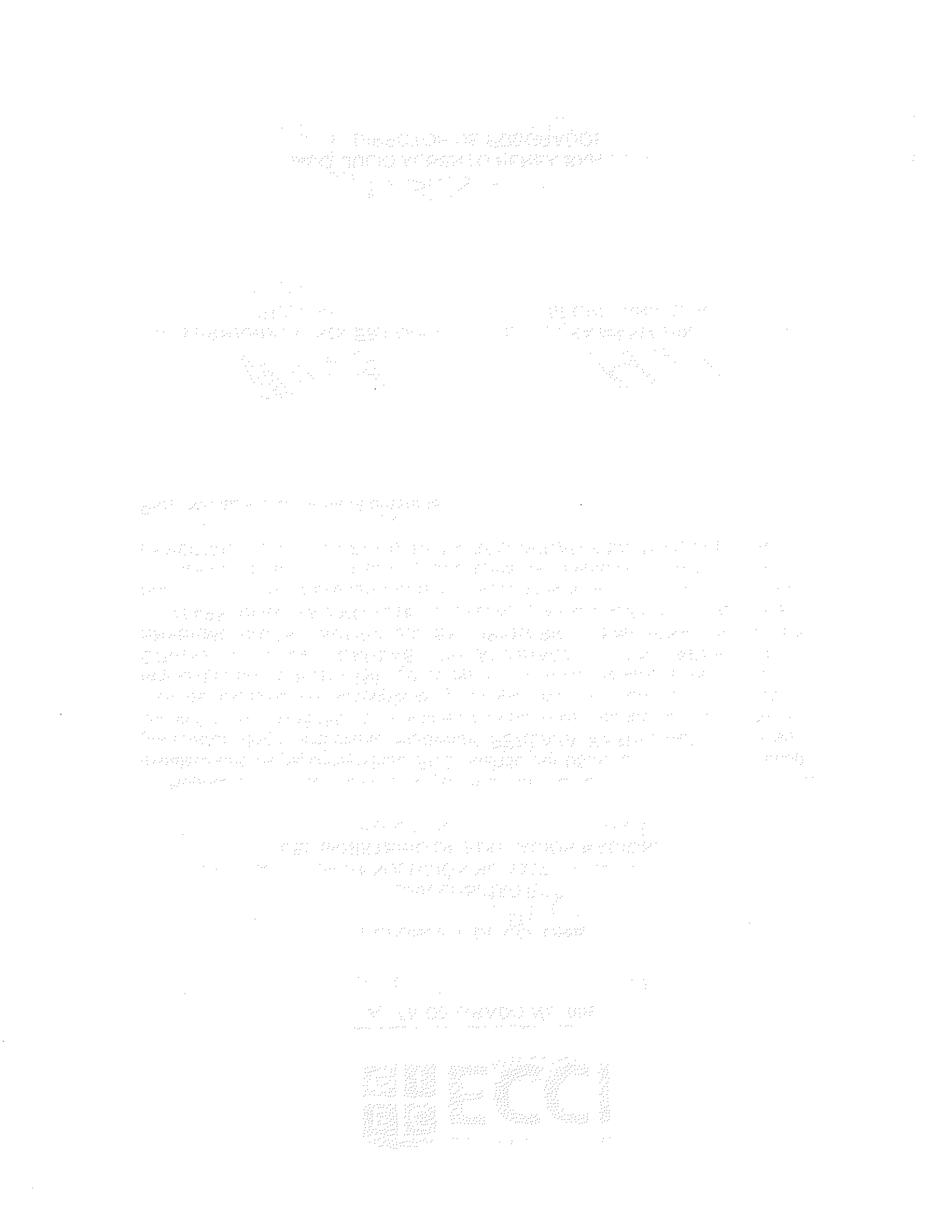
Para constancia se firma la presente.

DR. FERNANDO A. SOLER LÓPEZ
RECTOR

ESP. LUISA MARÍA HINCAPIÉ ROZO
SECRETARIA GENERAL

MSC. JULIO ALBERTO PEREA SANDOVAL
DIRECTOR DE POSGRADOS

VIGILADA MINEDUCACIÓN



UNINI
UNIVERSIDAD INTERNACIONAL IBEROAMERICANA

LA UNIVERSIDAD INTERNACIONAL IBEROAMERICANA

Por recomendación de su facultad otorga a / Upon recommendation of the faculty hereby confers on

Katherine Boswijk Perlaza

Documento de Identidad 31407991 / Identification number

EL TÍTULO DE
MAESTRÍA EN DIRECCIÓN ESTRATÉGICA
Especialidad en GERENCIA

THE DEGREE OF
MASTER IN STRATEGIC MANAGEMENT
Specialty in MANAGEMENT

Junto con todos los derechos y prerrogativas correspondientes a dicho grado para que así conste el sello de la Universidad y las firmas de la Rectora y el Presidente de la Junta en reunión virtual en Aguada, Puerto Rico (EE.UU.), 29 de abril de 2022.

Together with all the rights and privileges pertaining to that degree in witness whereof the seal of the University and the signatures of the Rector and the President of the Board are hereby affixed in Aguada, Puerto Rico (USA), April 29th, 2022.

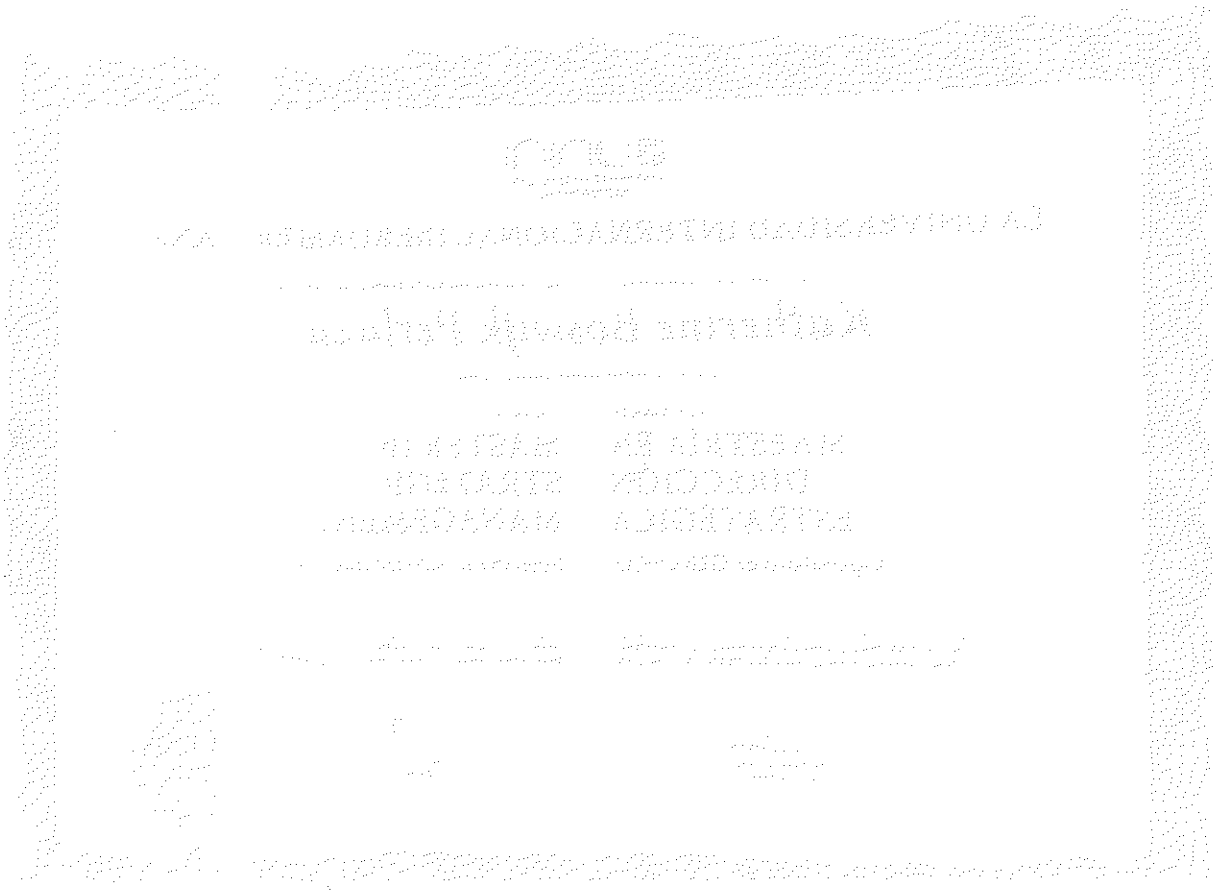
Dra. Ana Rodríguez Zubillaga
Rectora/Rector

Dr. Jesús Acosta-Sañudo Díaz de Sierra
Presidente/President

UNINI

Registro / Registration: 22-7833

Powered by CamScanner



Universidad Europea del Atlántico

El Rector de la Universidad Europea del Atlántico
The Chancellor of Universidad Europea del Atlántico

Por recomendación de su Claustro docente otorga a
Upon recommendation of the faculty confers on

KATHERINE BOSWIJK PERLAZA

con documento de identificación nº [illegible]
holding Document [illegible]

Quien ha superado satisfactoriamente todos los requisitos exigidos por la Junta de Calificaciones por lo que se confiere el título propio de
who has satisfactorily fulfilled all requirements of the Examination Board and has been awarded a

Máster en Dirección Estratégica especializado en Organizaciones de Salud

Master in Strategic Management specializing in Health Organizations

con todos los derechos y prerrogativas inherentes a este Título
with all rights and privileges pertaining thereto
Título Propio de Postgrado creado el 30 [illegible]
This Postgraduate Program originated in [illegible]
Expedido en Santander (España) el [illegible] de 2021
Given in Santander (Spain) on the [illegible] day of [illegible], 2021

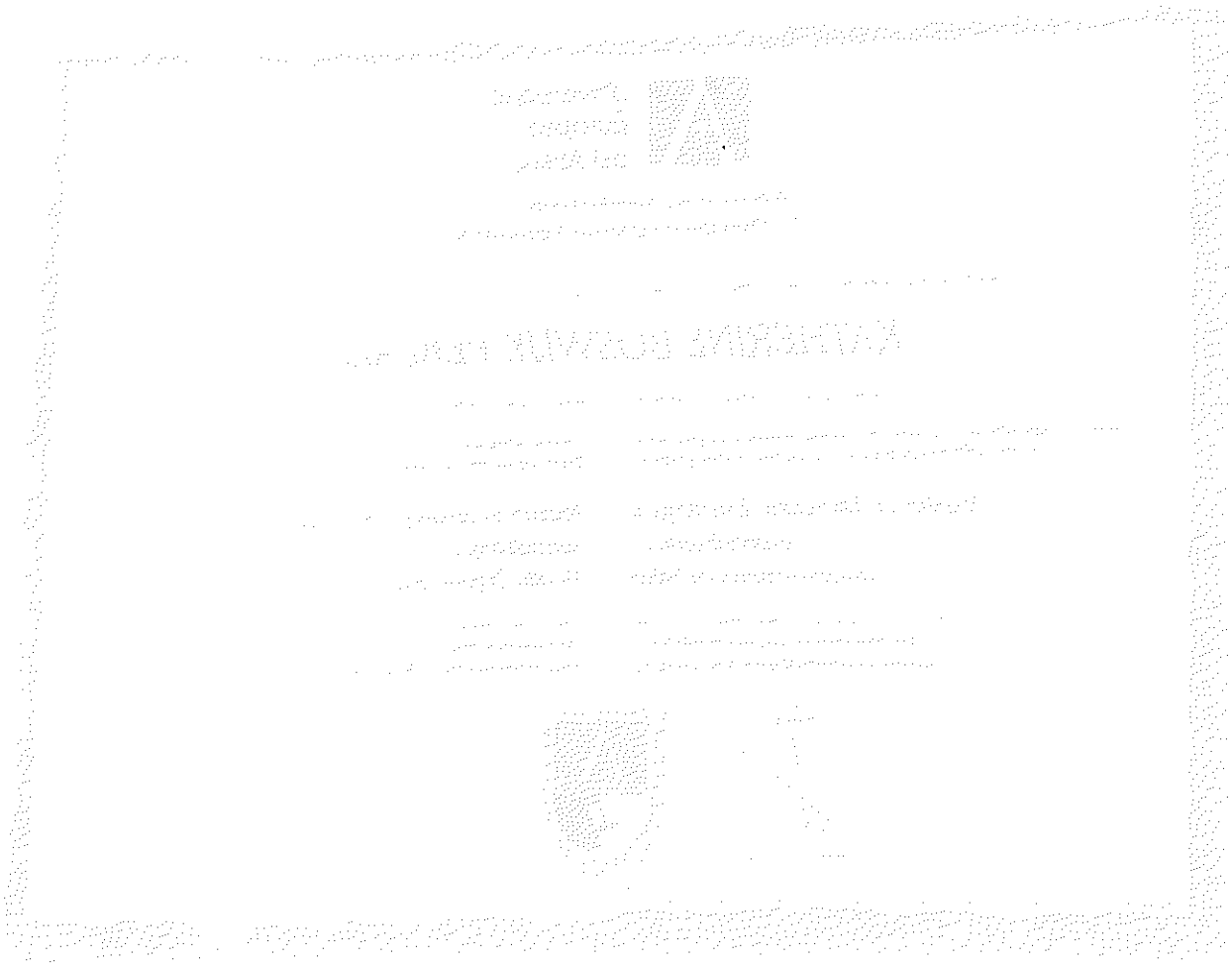
El Rector
Chancellor

[illegible]

El Director
Director

[illegible]

Registro de Títulos nº [illegible]/2021



GOBERNACION DEL VALLE DEL CAUCA
SECRETARIA DEPARTAMENTAL DE SALUD

RESOLUCION 1.220.68 Nro. 0360 - 19. Feb - 2019

Por la cual se concede una licencia para prestación de Servicios en Seguridad y Salud en el Trabajo

LA SECRETARIA DEPARTAMENTAL DE SALUD DEL VALLE DEL CAUCA, en uso de sus facultades legales y en especial la que confiere la Resolución No.0004502 del 28 de Diciembre de 2012 del Ministerio de Salud y Protección Social y

CONSIDERANDO

Que **KATHERINE BOSWIJK PERLAZA**, identificado(a) con la cédula de ciudadanía No. 31487991 expedida en Yumbo (V) con título **MEDICO, ESPECIALISTA EN GERENCIA DE LA SEGURIDAD Y SALUD EN EL TRABAJO** otorgado por Universidad ECCI, Acta de Grado No. 009 del 29 de Noviembre de 2018, ha solicitado a la Secretaría Departamental de Salud del Valle del Cauca, a través de la Unidad Ejecutora de Saneamiento del Valle del Cauca; expedición de la Licencia para prestar servicios en Seguridad y Salud en el Trabajo.

Que el peticionario ha presentado debidamente la documentación necesaria para la expedición de la Licencia de Prestación de Servicios en Seguridad y Salud en el Trabajo, en los siguientes campos de acción como MEDICO, ESPECIALISTA EN GERENCIA DE LA SEGURIDAD Y SALUD EN EL TRABAJO: **Medicina en seguridad y salud en el trabajo Investigación en medicina en seguridad y salud en el trabajo, Investigación del Accidente de Trabajo según formación académica, Educación, Capacitación, Diseño, Administración y ejecución del Sistema de Gestión de la Seguridad y Salud en el Trabajo.**

RESUELVE

ARTÍCULO PRIMERO: Expedir por el término de Diez (10) años, contados a partir de la fecha de ejecutoria de la presente Resolución, Licencia de Prestación de Servicios en Seguridad y Salud en el Trabajo como MEDICO, ESPECIALISTA EN GERENCIA DE LA SEGURIDAD Y SALUD EN EL TRABAJO en los campos de acción de: **Medicina en seguridad y salud en el trabajo Investigación en medicina en seguridad y salud en el trabajo, Investigación del Accidente de Trabajo según formación académica, Educación, Capacitación, Diseño, Administración y ejecución del Sistema de Gestión de la Seguridad y Salud en el Trabajo a KATHERINE BOSWIJK PERLAZA**, Identificado(a) con la cédula de ciudadanía No. 31487991 expedida en Yumbo (V) y con domicilio en Palmira.

ARTICULO SEGUNDO: Esta licencia tiene carácter personal e intransferible y validez en todo el territorio nacional.

ARTICULO TERCERO: Contra la presente Resolución proceden los recursos de reposición y de apelación en los términos establecidos en la Ley 1437 de 2011.

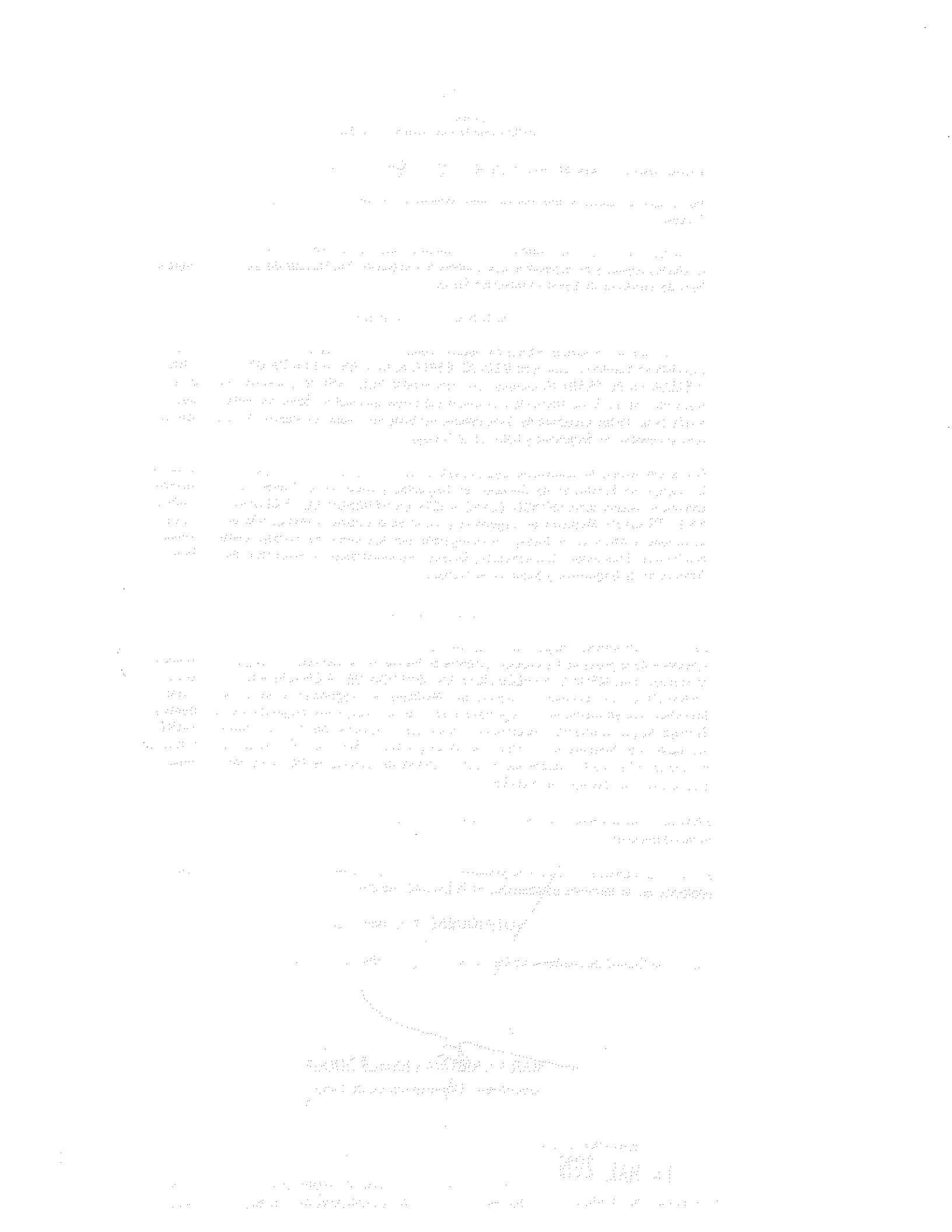
NOTIFIQUESE Y CUMPLASE

Dada en la Ciudad de Santiago de Cali, a los 19 días del mes de Feb 2019.

MARIA CRISTINA LESMES DUQUE
Secretaria Departamental de Salud

NOTIFICACION PERSONAL:

Hoy 14 MAR. 2019 se presentó KATHERINE BOSWIJK PERLAZA, con Cédula de Ciudadanía No. 31487991 expedida en Yumbo (V), para notificarse de la presente Resolución.



POLITECNICO DE®
SURAMERICA
EDUCACIÓN CERTIFICADA

Licencia de funcionamiento otorgada mediante Resolución 005768
del 13 de mayo de 2016 de la Secretaría de Educación de Medellín,
Reg. Mercantil N° 21- 542120-12, NIT: 900872734-3

HACE CONSTAR QUE:

KATHERINE BOSWIJK PERLAZA

Con Documento de Identidad No 31487991

CURSÓ Y APROBÓ EL DIPLOMADO EN

PAMEC

Con una intensidad horaria de ciento veinte (120) horas

MEDELLÍN - JULIO 17 DE 2024 A AGOSTO 06 DE 2024
Registrado en el Libro de Actas No 0020240806
CÓDIGO DE SEGURIDAD nZVzgF+LXWGFmHyOXn1ep6CQaKOZpXVykJGanG9+ew==

Rector - Daniel Mauricio Trejos Castañeda
www.polisura.edu.co
La autenticidad de este documento puede ser verificada mediante solicitud al correo
matriculas@polisura.edu.co indicando el N° de acta con el cual se registra

Chapter 4

Statistical Inference

REPÚBLICA DE COLOMBIA

POLITÉCNICO DE COLOMBIA
educación sin límites

Licencia de funcionamiento otorgada mediante resolución N°09734 de 2013 de la Secretaría de Educación de Medellín, Reg. Mercantil 53494202, NIT: 900547030-4

HACE CONSTAR QUE:

KATHERINE BOSWIJK PERLAZA

Con Documento de Identidad No 31487991

CURSÓ Y APROBÓ EL

DIPLOMADO EN ACREDITACIÓN EN SALUD

MEDELLIN - 22 DE JUNIO DE 2024 AL 26 DE JULIO DE 2024

Con una Intensidad horaria de ciento veinte (120) horas

Registrado en el Libro de Actas No 0020240726

POLITÉCNICO DE COLOMBIA
educación sin límites

FIRMA Y CÓDIGO DE SEGURIDAD 240726A-477973

www.politecnicodecolombia.edu.co

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Libertad y orden
REPÚBLICA DE COLOMBIA

El Servicio Nacional de Aprendizaje SENA

En cumplimiento de la Ley 119 de 1994

Hace constar que

KATHERINE BOSWIJK PERLAZA

Con Cédula de Ciudadanía No. 31487991

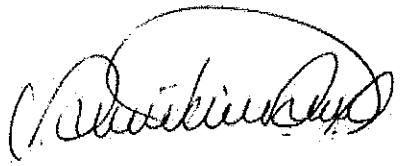
Cursó y aprobó la acción de Formación

AUDITORIA INTERNA DE CALIDAD - NTC ISO 9001

con una duración de 40 horas

En testimonio de lo anterior. se firma el presente en Ibagué. a los trece (13) dias del mes de marzo de dos mil veinticinco (2025)

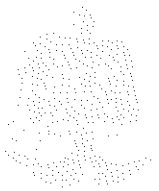
Firmado Digitalmente por



ALEXANDER MONTEALEGRE RAMIREZ
Subdirector (E)
CENTRO DE INDUSTRIA Y CONSTRUCCION
REGIONAL TOLIMA

103105279 - 13/03/2025
FECHA REGISTRO

La autenticidad de este documento puede ser verificada en el registro electrónico que se encuentra en la página web http://certificados.sena.edu.co, bajo el número 9226003150242CC31487991C.



REGIONAL TOLIMA

EL CENTRO DE INDUSTRIA Y CONSTRUCCION

CERTIFICA

Que KATHERINE BOSWIJK PERLAZA identificado(a) con Cédula de Ciudadanía No 31487991 de Yumbo, realizó y aprobó el curso de AUDITORIA INTERNA DE CALIDAD - NTC ISO 9001 con una intensidad horaria de Cuarenta (40) y obtuvo una evaluación Apto (A) con una equivalencia de (4.5).

Equivalencia de Evaluaciones:

D: Reprobó
A: Aprobó

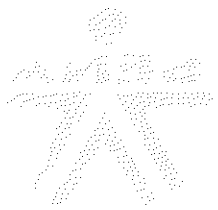
Se expide en Ibagué. a los trece (13) dias del mes de marzo de dos mil veinticinco (2025)

Firmado Digitalmente por

ALEXANDER MONTEALEGRE RAMIREZ
Subdirector (E) CENTRO DE INDUSTRIA Y CONSTRUCCION
REGIONAL TOLIMA

SENA: Una Organización con Conocimiento

La autenticidad de este documento puede ser verificada en el registro electrónico que se encuentra en la página web http://certificados.sena.edu.co, bajo el número 9226003150242CC31487991E.



mipg | modelo integrado de planeación y gestión

Función Pública

Verificado el aplicativo del Modelo Integrado de Planeación y Gestión

Hace constar que:

KATHERINE BOSWIJK

C.C 31.487.991

Participó y completó con éxito los 8 módulos del curso virtual del
Modelo Integrado de Planeación y Gestión - MIPG

MIPG VERSIÓN II (2021)

Bogotá D.C., 02 de agosto 2024

Henry Humberto Villamarín Serrano
Director de Gestión y Desempeño Institucional

Código: 765785099000

Fundamentos Generales | Talento Humano | Direccionamiento estratégico | Gestión con valores para resultados | Evaluación de resultados | Información y comunicación | Gestión del conocimiento | Control Interno

mipg | modelo integrado de planeación y gestión

Función Pública

Verificado el aplicativo del Modelo Integrado de Planeación y Gestión

Hace constar que:

KATHERINE BOSWIJK

C.C 31.487.991

Participó y completó con éxito el Módulo de Fundamentos Generales del curso virtual del Modelo Integrado de Planeación y Gestión - MIPG

MIPG VERSIÓN II (2021)

Bogotá D.C., 02 de agosto 2024

Henry Humberto Villamarín Serrano

Director de Gestión y Desempeño Institucional

Código: 765785099206

Fundamentos Generales | Talento Humano | Direccionamiento estratégico | Gestión con valores para resultados | Evaluación de resultados | Información y comunicación | Gestión del conocimiento | Control interno

mipg | modelo integrado de planeación y gestión

Función Pública

Verificado el aplicativo del Modelo Integrado de Planeación y Gestión

Hace constar que:

KATHERINE BOSWIJK

C.C 31.487.991

Participó y completó con éxito el Módulo de Auditoría del curso virtual del **Modelo Integrado de Planeación y Gestión - MIPG**

MIPG VERSIÓN II (2021)

Bogotá D.C., 02 de agosto 2024

Henry Humberto Villamarín Serrano
Director de Gestión y Desempeño Institucional

Código: 7657850993161


Fundamentos Generales


Talento Humano


Direccionamiento estratégico


Gestión con valores para resultados


Evaluación de resultados


Información y comunicación


Gestión del conocimiento


Control interno

REPÚBLICA DE COLOMBIA

POLITÉCNICO DE COLOMBIA

educación sin límites

Licencia de funcionamiento otorgada mediante resolución N°09734 de 2013 de la Secretaría de Educación de Medellín, Reg. Mercantil 53494202, NIT: 900547030-4

HACE CONSTAR QUE:

KATHERINE BOSWIJK PERLAZA

Con Documento de Identidad No 31487991

CURSÓ Y APROBÓ EL

DIPLOMADO EN GERENCIA DE LA CALIDAD-ISO 9001 DE 2015

MEDELLIN - 04 DE ENERO DE 2025 AL 07 DE FEBRERO DE 2025

Con una intensidad horaria de ciento veinte (120) horas

Registrado en el Libro de Actas No 0020250207

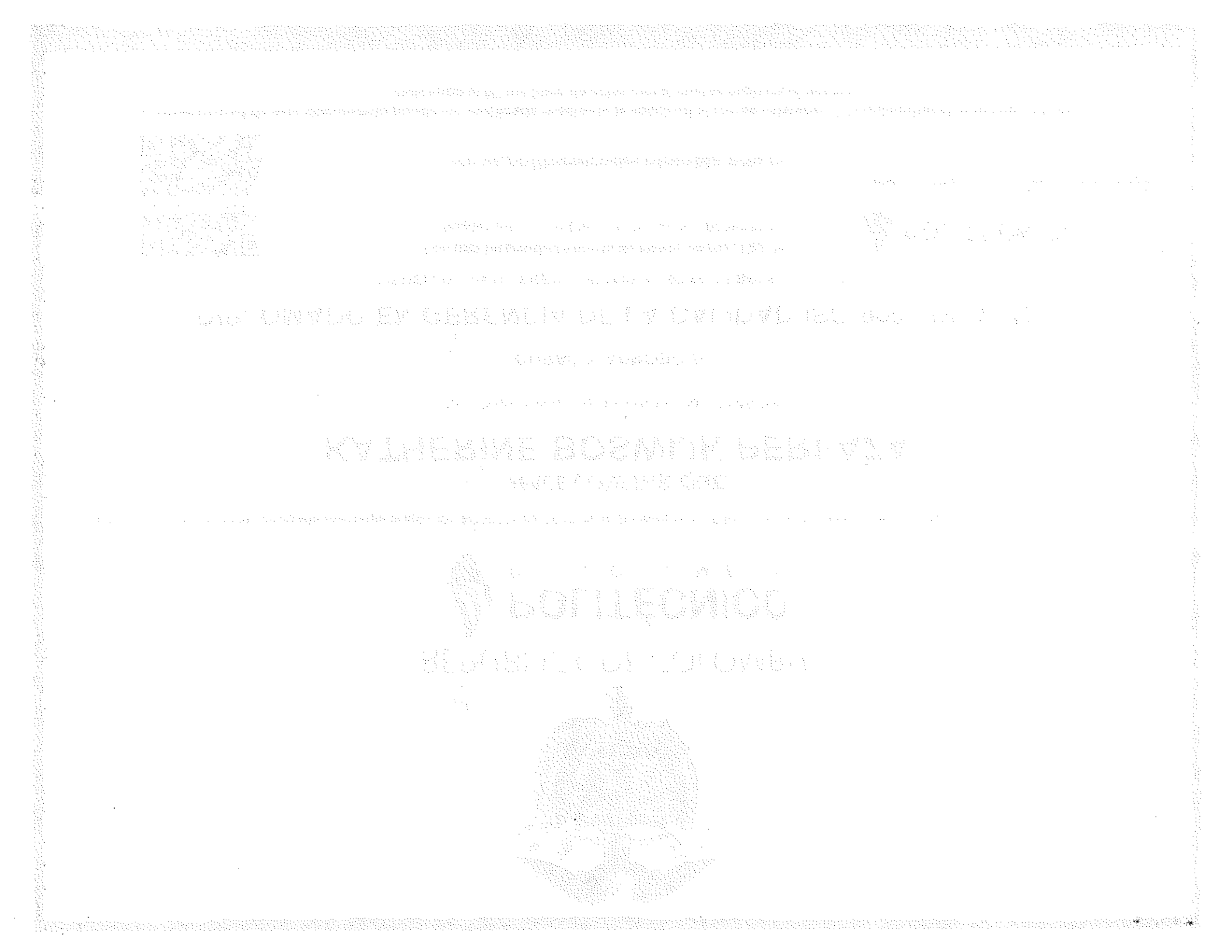
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HACE CONSTAR QUE:

KATHERINE BOSWIJK PERLAZA

Con Documento de Identidad No 31487991

CURSÓ Y APROBÓ EL

DIPLOMADO EN GESTIÓN DE LA CALIDAD EN SALUD

MEDELLIN - 22 DE JUNIO DE 2024 AL 26 DE JULIO DE 2024

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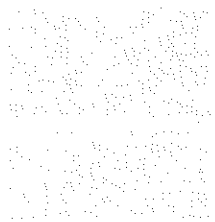
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MEDELLIN - 26 DE NOVIEMBRE DE 2022 AL 30 DE DICIEMBRE DE 2022

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CURSÓ Y APROBÓ EL

DIPLOMADO EN ATENCIÓN INTEGRAL EN SALUD DE LAS VÍCTIMAS DE VIOLENCIA SEXUAL

MEDELLIN - 10 DE AGOSTO DE 2024 AL 13 DE SEPTIEMBRE DE 2024

Con una intensidad horaria de ciento veinte (120) horas

Registrado en el Libro de Actas No 0020240913

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Con una intensidad horaria de ciento veinte (120) horas

MEDELLÍN - NOVIEMBRE 09 DE 2022 A DICIEMBRE 06 DE 2022
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10

Ethical Issues in Marketing

Learning Objectives

After reading this chapter, you should be able to:

- Understand the importance of ethical issues in marketing.
- Identify the ethical issues that arise in marketing research.
- Identify the ethical issues that arise in the marketing mix.
- Understand the ethical issues that arise in international marketing.
- Understand the ethical issues that arise in marketing to special groups.
- Understand the ethical issues that arise in marketing to children.
- Understand the ethical issues that arise in marketing to the elderly.
- Understand the ethical issues that arise in marketing to the poor.
- Understand the ethical issues that arise in marketing to the disabled.
- Understand the ethical issues that arise in marketing to the homeless.
- Understand the ethical issues that arise in marketing to the mentally ill.
- Understand the ethical issues that arise in marketing to the drug addicted.
- Understand the ethical issues that arise in marketing to the alcoholic.
- Understand the ethical issues that arise in marketing to the gambling addicted.
- Understand the ethical issues that arise in marketing to the sexually addicted.
- Understand the ethical issues that arise in marketing to the criminally addicted.
- Understand the ethical issues that arise in marketing to the terminally ill.
- Understand the ethical issues that arise in marketing to the dying.
- Understand the ethical issues that arise in marketing to the bereaved.
- Understand the ethical issues that arise in marketing to the grieving.
- Understand the ethical issues that arise in marketing to the suicidal.
- Understand the ethical issues that arise in marketing to the depressed.
- Understand the ethical issues that arise in marketing to the anxious.
- Understand the ethical issues that arise in marketing to the phobic.
- Understand the ethical issues that arise in marketing to the obsessive-compulsive.
- Understand the ethical issues that arise in marketing to the schizophrenic.
- Understand the ethical issues that arise in marketing to the bipolar.
- Understand the ethical issues that arise in marketing to the personality disordered.
- Understand the ethical issues that arise in marketing to the mentally retarded.
- Understand the ethical issues that arise in marketing to the learning disabled.
- Understand the ethical issues that arise in marketing to the autistic.
- Understand the ethical issues that arise in marketing to the brain damaged.
- Understand the ethical issues that arise in marketing to the epileptic.
- Understand the ethical issues that arise in marketing to the deaf.
- Understand the ethical issues that arise in marketing to the blind.
- Understand the ethical issues that arise in marketing to the mute.
- Understand the ethical issues that arise in marketing to the paralyzed.
- Understand the ethical issues that arise in marketing to the amputee.
- Understand the ethical issues that arise in marketing to the burn victim.
- Understand the ethical issues that arise in marketing to the disfigured.
- Understand the ethical issues that arise in marketing to the obese.
- Understand the ethical issues that arise in marketing to the anorexic.
- Understand the ethical issues that arise in marketing to the bulimic.
- Understand the ethical issues that arise in marketing to the diabetic.
- Understand the ethical issues that arise in marketing to the hypoglycemic.
- Understand the ethical issues that arise in marketing to the hypertensive.
- Understand the ethical issues that arise in marketing to the hypotensive.
- Understand the ethical issues that arise in marketing to the arthritic.
- Understand the ethical issues that arise in marketing to the asthmatic.
- Understand the ethical issues that arise in marketing to the allergic.
- Understand the ethical issues that arise in marketing to the cancer patient.
- Understand the ethical issues that arise in marketing to the AIDS patient.
- Understand the ethical issues that arise in marketing to the HIV positive.
- Understand the ethical issues that arise in marketing to the hepatitis patient.
- Understand the ethical issues that arise in marketing to the tuberculosis patient.
- Understand the ethical issues that arise in marketing to the leprosy patient.
- Understand the ethical issues that arise in marketing to the malaria patient.
- Understand the ethical issues that arise in marketing to the yellow fever patient.
- Understand the ethical issues that arise in marketing to the cholera patient.
- Understand the ethical issues that arise in marketing to the typhoid patient.
- Understand the ethical issues that arise in marketing to the dysentery patient.
- Understand the ethical issues that arise in marketing to the diarrhea patient.
- Understand the ethical issues that arise in marketing to the constipated.
- Understand the ethical issues that arise in marketing to the hemorrhoid patient.
- Understand the ethical issues that arise in marketing to the ulcer patient.
- Understand the ethical issues that arise in marketing to the gastritis patient.
- Understand the ethical issues that arise in marketing to the colitis patient.
- Understand the ethical issues that arise in marketing to the Crohn's disease patient.
- Understand the ethical issues that arise in marketing to the irritable bowel syndrome patient.
- Understand the ethical issues that arise in marketing to the diverticulitis patient.
- Understand the ethical issues that arise in marketing to the appendicitis patient.
- Understand the ethical issues that arise in marketing to the hernia patient.
- Understand the ethical issues that arise in marketing to the gallstone patient.
- Understand the ethical issues that arise in marketing to the kidney stone patient.
- Understand the ethical issues that arise in marketing to the urinary tract infection patient.
- Understand the ethical issues that arise in marketing to the prostatitis patient.
- Understand the ethical issues that arise in marketing to the impotent.
- Understand the ethical issues that arise in marketing to the infertile.
- Understand the ethical issues that arise in marketing to the pregnant.
- Understand the ethical issues that arise in marketing to the menopausal.
- Understand the ethical issues that arise in marketing to the premenstrual.
- Understand the ethical issues that arise in marketing to the menstrual.
- Understand the ethical issues that arise in marketing to the postpartum.
- Understand the ethical issues that arise in marketing to the lactating.
- Understand the ethical issues that arise in marketing to the breastfeeding.
- Understand the ethical issues that arise in marketing to the bottle-feeding.
- Understand the ethical issues that arise in marketing to the weaning.
- Understand the ethical issues that arise in marketing to the toddler.
- Understand the ethical issues that arise in marketing to the preschooler.
- Understand the ethical issues that arise in marketing to the schoolchild.
- Understand the ethical issues that arise in marketing to the adolescent.
- Understand the ethical issues that arise in marketing to the young adult.
- Understand the ethical issues that arise in marketing to the middle-aged.
- Understand the ethical issues that arise in marketing to the elderly.
- Understand the ethical issues that arise in marketing to the very old.
- Understand the ethical issues that arise in marketing to the centenarian.
- Understand the ethical issues that arise in marketing to the supercentenarian.
- Understand the ethical issues that arise in marketing to the immortal.
- Understand the ethical issues that arise in marketing to the undead.
- Understand the ethical issues that arise in marketing to the zombie.
- Understand the ethical issues that arise in marketing to the vampire.
- Understand the ethical issues that arise in marketing to the werewolf.
- Understand the ethical issues that arise in marketing to the ghost.
- Understand the ethical issues that arise in marketing to the poltergeist.
- Understand the ethical issues that arise in marketing to the demon.
- Understand the ethical issues that arise in marketing to the angel.
- Understand the ethical issues that arise in marketing to the god.
- Understand the ethical issues that arise in marketing to the goddess.
- Understand the ethical issues that arise in marketing to the alien.
- Understand the ethical issues that arise in marketing to the extraterrestrial.
- Understand the ethical issues that arise in marketing to the robot.
- Understand the ethical issues that arise in marketing to the cyborg.
- Understand the ethical issues that arise in marketing to the android.
- Understand the ethical issues that arise in marketing to the clone.
- Understand the ethical issues that arise in marketing to the genetically modified.
- Understand the ethical issues that arise in marketing to the mutant.
- Understand the ethical issues that arise in marketing to the freak.
- Understand the ethical issues that arise in marketing to the monster.
- Understand the ethical issues that arise in marketing to the beast.
- Understand the ethical issues that arise in marketing to the animal.
- Understand the ethical issues that arise in marketing to the plant.
- Understand the ethical issues that arise in marketing to the fungus.
- Understand the ethical issues that arise in marketing to the bacterium.
- Understand the ethical issues that arise in marketing to the virus.
- Understand the ethical issues that arise in marketing to the prion.
- Understand the ethical issues that arise in marketing to the inanimate.
- Understand the ethical issues that arise in marketing to the rock.
- Understand the ethical issues that arise in marketing to the mineral.
- Understand the ethical issues that arise in marketing to the crystal.
- Understand the ethical issues that arise in marketing to the metal.
- Understand the ethical issues that arise in marketing to the plastic.
- Understand the ethical issues that arise in marketing to the rubber.
- Understand the ethical issues that arise in marketing to the glass.
- Understand the ethical issues that arise in marketing to the ceramic.
- Understand the ethical issues that arise in marketing to the wood.
- Understand the ethical issues that arise in marketing to the paper.
- Understand the ethical issues that arise in marketing to the cardboard.
- Understand the ethical issues that arise in marketing to the fabric.
- Understand the ethical issues that arise in marketing to the leather.
- Understand the ethical issues that arise in marketing to the fur.
- Understand the ethical issues that arise in marketing to the feather.
- Understand the ethical issues that arise in marketing to the bone.
- Understand the ethical issues that arise in marketing to the tooth.
- Understand the ethical issues that arise in marketing to the nail.
- Understand the ethical issues that arise in marketing to the hair.
- Understand the ethical issues that arise in marketing to the skin.
- Understand the ethical issues that arise in marketing to the blood.
- Understand the ethical issues that arise in marketing to the saliva.
- Understand the ethical issues that arise in marketing to the urine.
- Understand the ethical issues that arise in marketing to the feces.
- Understand the ethical issues that arise in marketing to the vomit.
- Understand the ethical issues that arise in marketing to the semen.
- Understand the ethical issues that arise in marketing to the vaginal fluid.
- Understand the ethical issues that arise in marketing to the breast milk.
- Understand the ethical issues that arise in marketing to the tears.
- Understand the ethical issues that arise in marketing to the sweat.
- Understand the ethical issues that arise in marketing to the mucus.
- Understand the ethical issues that arise in marketing to the pus.
- Understand the ethical issues that arise in marketing to the gangrene.
- Understand the ethical issues that arise in marketing to the necrosis.
- Understand the ethical issues that arise in marketing to the decay.
- Understand the ethical issues that arise in marketing to the rot.
- Understand the ethical issues that arise in marketing to the putrefaction.
- Understand the ethical issues that arise in marketing to the fermentation.
- Understand the ethical issues that arise in marketing to the digestion.
- Understand the ethical issues that arise in marketing to the metabolism.
- Understand the ethical issues that arise in marketing to the respiration.
- Understand the ethical issues that arise in marketing to the circulation.
- Understand the ethical issues that arise in marketing to the excretion.
- Understand the ethical issues that arise in marketing to the reproduction.
- Understand the ethical issues that arise in marketing to the growth.
- Understand the ethical issues that arise in marketing to the development.
- Understand the ethical issues that arise in marketing to the aging.
- Understand the ethical issues that arise in marketing to the death.
- Understand the ethical issues that arise in marketing to the corpse.
- Understand the ethical issues that arise in marketing to the skeleton.
- Understand the ethical issues that arise in marketing to the mummy.
- Understand the ethical issues that arise in marketing to the fossil.
- Understand the ethical issues that arise in marketing to the ashes.
- Understand the ethical issues that arise in marketing to the dust.
- Understand the ethical issues that arise in marketing to the nothing.

Introduction

Ethical issues in marketing are a major concern for marketers, consumers, and society as a whole. Marketers must be aware of the ethical implications of their actions and must strive to act in an ethical manner. Consumers must be aware of the ethical issues that arise in marketing and must be able to make informed decisions about the products and services they purchase. Society as a whole must be aware of the ethical issues that arise in marketing and must be able to hold marketers accountable for their actions.

Ethical Issues in Marketing Research

Marketing research is the process of collecting, analyzing, and interpreting data about consumers, markets, and competitors. Marketing research can be used to identify new opportunities, to develop new products and services, and to improve existing products and services. However, marketing research can also raise ethical issues.

One ethical issue that arises in marketing research is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from consumers, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing research is the invasion of privacy. Marketers may collect personal information about consumers without their knowledge or consent. This information can be used to target consumers with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

Ethical Issues in the Marketing Mix

The marketing mix is the combination of product, price, place, and promotion that a company uses to market its products and services. Each of the elements of the marketing mix can raise ethical issues.

One ethical issue that arises in the product element of the marketing mix is the safety of products. Marketers have a responsibility to ensure that their products are safe for consumers to use. However, there have been many cases of products that have been found to be unsafe, such as products that have caused injuries or deaths. Marketers must be aware of the potential safety risks of their products and must take steps to minimize these risks.

Another ethical issue that arises in the product element of the marketing mix is the environmental impact of products. Marketers have a responsibility to consider the environmental impact of their products and to take steps to minimize this impact. For example, marketers can use recycled materials in their products, they can design products that are easy to recycle, and they can educate consumers about how to dispose of products properly.

One ethical issue that arises in the price element of the marketing mix is price gouging. Price gouging is the practice of charging excessive prices for products or services during a time of crisis, such as a natural disaster or a war. Price gouging can be a serious ethical issue, especially when it takes advantage of people who are in need.

Another ethical issue that arises in the price element of the marketing mix is predatory pricing. Predatory pricing is the practice of setting prices below cost in order to drive competitors out of the market. Predatory pricing can be a serious ethical issue, especially when it is used to create a monopoly.

One ethical issue that arises in the place element of the marketing mix is the distribution of products. Marketers have a responsibility to ensure that their products are distributed in a way that is fair and equitable. For example, marketers should not discriminate against certain groups of consumers when they are distributing their products.

Another ethical issue that arises in the place element of the marketing mix is the use of gray markets. Gray markets are markets in which products are sold outside of the authorized channels of distribution. Gray markets can be a serious ethical issue, especially when they undermine the authorized channels of distribution.

One ethical issue that arises in the promotion element of the marketing mix is deceptive advertising. Deceptive advertising is advertising that is false or misleading. Deceptive advertising can be a serious ethical issue, especially when it is used to target vulnerable consumers.

Another ethical issue that arises in the promotion element of the marketing mix is the use of subliminal advertising. Subliminal advertising is advertising that is designed to influence consumers without their conscious awareness. Subliminal advertising can be a serious ethical issue, especially when it is used to manipulate consumers.

Ethical Issues in International Marketing

International marketing is the process of marketing products and services in more than one country. International marketing can raise a number of ethical issues, such as the use of child labor, the exploitation of workers, and the environmental impact of products.

One ethical issue that arises in international marketing is the use of child labor. Child labor is the employment of children in work that is harmful to their health, safety, or development. Child labor is a serious ethical issue, and marketers have a responsibility to ensure that their products are not made with child labor.

Another ethical issue that arises in international marketing is the exploitation of workers. Workers in developing countries are often paid low wages and work in unsafe conditions. Marketers have a responsibility to ensure that their products are not made by exploited workers.

One ethical issue that arises in international marketing is the environmental impact of products. Marketers have a responsibility to consider the environmental impact of their products and to take steps to minimize this impact. For example, marketers can use recycled materials in their products, they can design products that are easy to recycle, and they can educate consumers about how to dispose of products properly.

Ethical Issues in Marketing to Special Groups

Marketing to special groups can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to special groups is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from consumers, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to special groups is the invasion of privacy. Marketers may collect personal information about consumers without their knowledge or consent. This information can be used to target consumers with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to special groups is the exploitation of vulnerable consumers. Vulnerable consumers are those who are more likely to be harmed by marketing practices, such as children, the elderly, and the poor. Marketers have a responsibility to protect vulnerable consumers from harm.

Ethical Issues in Marketing to Children

Marketing to children can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to children is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from children, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to children is the invasion of privacy. Marketers may collect personal information about children without their knowledge or consent. This information can be used to target children with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to children is the exploitation of vulnerable consumers. Children are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect children from harm.

Ethical Issues in Marketing to the Elderly

Marketing to the elderly can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the elderly is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the elderly, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the elderly is the invasion of privacy. Marketers may collect personal information about the elderly without their knowledge or consent. This information can be used to target the elderly with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the elderly is the exploitation of vulnerable consumers. The elderly are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the elderly from harm.

Ethical Issues in Marketing to the Poor

Marketing to the poor can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the poor is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the poor, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the poor is the invasion of privacy. Marketers may collect personal information about the poor without their knowledge or consent. This information can be used to target the poor with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the poor is the exploitation of vulnerable consumers. The poor are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the poor from harm.

Ethical Issues in Marketing to the Disabled

Marketing to the disabled can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the disabled is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the disabled, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the disabled is the invasion of privacy. Marketers may collect personal information about the disabled without their knowledge or consent. This information can be used to target the disabled with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the disabled is the exploitation of vulnerable consumers. The disabled are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the disabled from harm.

Ethical Issues in Marketing to the Homeless

Marketing to the homeless can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the homeless is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the homeless, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the homeless is the invasion of privacy. Marketers may collect personal information about the homeless without their knowledge or consent. This information can be used to target the homeless with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the homeless is the exploitation of vulnerable consumers. The homeless are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the homeless from harm.

Ethical Issues in Marketing to the Mentally Ill

Marketing to the mentally ill can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the mentally ill is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the mentally ill, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the mentally ill is the invasion of privacy. Marketers may collect personal information about the mentally ill without their knowledge or consent. This information can be used to target the mentally ill with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the mentally ill is the exploitation of vulnerable consumers. The mentally ill are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the mentally ill from harm.

Ethical Issues in Marketing to the Drug Addicted

Marketing to the drug addicted can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the drug addicted is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the drug addicted, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the drug addicted is the invasion of privacy. Marketers may collect personal information about the drug addicted without their knowledge or consent. This information can be used to target the drug addicted with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the drug addicted is the exploitation of vulnerable consumers. The drug addicted are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the drug addicted from harm.

Ethical Issues in Marketing to the Alcoholic

Marketing to the alcoholic can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the alcoholic is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the alcoholic, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the alcoholic is the invasion of privacy. Marketers may collect personal information about the alcoholic without their knowledge or consent. This information can be used to target the alcoholic with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the alcoholic is the exploitation of vulnerable consumers. The alcoholic are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the alcoholic from harm.

Ethical Issues in Marketing to the Gambling Addicted

Marketing to the gambling addicted can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the gambling addicted is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the gambling addicted, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the gambling addicted is the invasion of privacy. Marketers may collect personal information about the gambling addicted without their knowledge or consent. This information can be used to target the gambling addicted with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the gambling addicted is the exploitation of vulnerable consumers. The gambling addicted are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the gambling addicted from harm.

Ethical Issues in Marketing to the Sexually Addicted

Marketing to the sexually addicted can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the sexually addicted is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the sexually addicted, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the sexually addicted is the invasion of privacy. Marketers may collect personal information about the sexually addicted without their knowledge or consent. This information can be used to target the sexually addicted with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the sexually addicted is the exploitation of vulnerable consumers. The sexually addicted are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the sexually addicted from harm.

Ethical Issues in Marketing to the Criminally Addicted

Marketing to the criminally addicted can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the criminally addicted is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the criminally addicted, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the criminally addicted is the invasion of privacy. Marketers may collect personal information about the criminally addicted without their knowledge or consent. This information can be used to target the criminally addicted with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the criminally addicted is the exploitation of vulnerable consumers. The criminally addicted are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the criminally addicted from harm.

Ethical Issues in Marketing to the Terminally Ill

Marketing to the terminally ill can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the terminally ill is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the terminally ill, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the terminally ill is the invasion of privacy. Marketers may collect personal information about the terminally ill without their knowledge or consent. This information can be used to target the terminally ill with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the terminally ill is the exploitation of vulnerable consumers. The terminally ill are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the terminally ill from harm.

Ethical Issues in Marketing to the Dying

Marketing to the dying can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the dying is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the dying, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the dying is the invasion of privacy. Marketers may collect personal information about the dying without their knowledge or consent. This information can be used to target the dying with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the dying is the exploitation of vulnerable consumers. The dying are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the dying from harm.

Ethical Issues in Marketing to the Bereaved

Marketing to the bereaved can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the bereaved is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the bereaved, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the bereaved is the invasion of privacy. Marketers may collect personal information about the bereaved without their knowledge or consent. This information can be used to target the bereaved with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the bereaved is the exploitation of vulnerable consumers. The bereaved are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the bereaved from harm.

Ethical Issues in Marketing to the Grieving

Marketing to the grieving can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the grieving is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the grieving, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the grieving is the invasion of privacy. Marketers may collect personal information about the grieving without their knowledge or consent. This information can be used to target the grieving with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the grieving is the exploitation of vulnerable consumers. The grieving are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the grieving from harm.

Ethical Issues in Marketing to the Suicidal

Marketing to the suicidal can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the suicidal is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the suicidal, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the suicidal is the invasion of privacy. Marketers may collect personal information about the suicidal without their knowledge or consent. This information can be used to target the suicidal with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the suicidal is the exploitation of vulnerable consumers. The suicidal are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the suicidal from harm.

Ethical Issues in Marketing to the Depressed

Marketing to the depressed can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the depressed is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the depressed, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the depressed is the invasion of privacy. Marketers may collect personal information about the depressed without their knowledge or consent. This information can be used to target the depressed with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the depressed is the exploitation of vulnerable consumers. The depressed are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the depressed from harm.

Ethical Issues in Marketing to the Anxious

Marketing to the anxious can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the anxious is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the anxious, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the anxious is the invasion of privacy. Marketers may collect personal information about the anxious without their knowledge or consent. This information can be used to target the anxious with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the anxious is the exploitation of vulnerable consumers. The anxious are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the anxious from harm.

Ethical Issues in Marketing to the Phobic

Marketing to the phobic can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the phobic is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the phobic, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the phobic is the invasion of privacy. Marketers may collect personal information about the phobic without their knowledge or consent. This information can be used to target the phobic with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the phobic is the exploitation of vulnerable consumers. The phobic are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the phobic from harm.

Ethical Issues in Marketing to the Obsessive-Compulsive

Marketing to the obsessive-compulsive can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the obsessive-compulsive is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the obsessive-compulsive, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the obsessive-compulsive is the invasion of privacy. Marketers may collect personal information about the obsessive-compulsive without their knowledge or consent. This information can be used to target the obsessive-compulsive with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the obsessive-compulsive is the exploitation of vulnerable consumers. The obsessive-compulsive are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the obsessive-compulsive from harm.

Ethical Issues in Marketing to the Schizophrenic

Marketing to the schizophrenic can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the schizophrenic is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the schizophrenic, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the schizophrenic is the invasion of privacy. Marketers may collect personal information about the schizophrenic without their knowledge or consent. This information can be used to target the schizophrenic with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the schizophrenic is the exploitation of vulnerable consumers. The schizophrenic are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the schizophrenic from harm.

Ethical Issues in Marketing to the Bipolar

Marketing to the bipolar can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the bipolar is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the bipolar, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the bipolar is the invasion of privacy. Marketers may collect personal information about the bipolar without their knowledge or consent. This information can be used to target the bipolar with advertising or to sell it to other companies. The invasion of privacy can be a serious ethical issue, especially when it involves sensitive information such as health or financial information.

One ethical issue that arises in marketing to the bipolar is the exploitation of vulnerable consumers. The bipolar are vulnerable consumers because they are more likely to be harmed by marketing practices. Marketers have a responsibility to protect the bipolar from harm.

Ethical Issues in Marketing to the Personality Disordered

Marketing to the personality disordered can raise a number of ethical issues, such as the use of deceptive practices, the invasion of privacy, and the exploitation of vulnerable consumers.

One ethical issue that arises in marketing to the personality disordered is the use of deceptive practices. For example, marketers may use deceptive practices to obtain information from the personality disordered, such as by misrepresenting the purpose of the research or by using leading questions. Deceptive practices can also be used to influence the results of research, such as by selecting a biased sample or by manipulating the data.

Another ethical issue that arises in marketing to the personality disordered is the invasion of privacy. Marketers may collect personal information about the personality disordered without their

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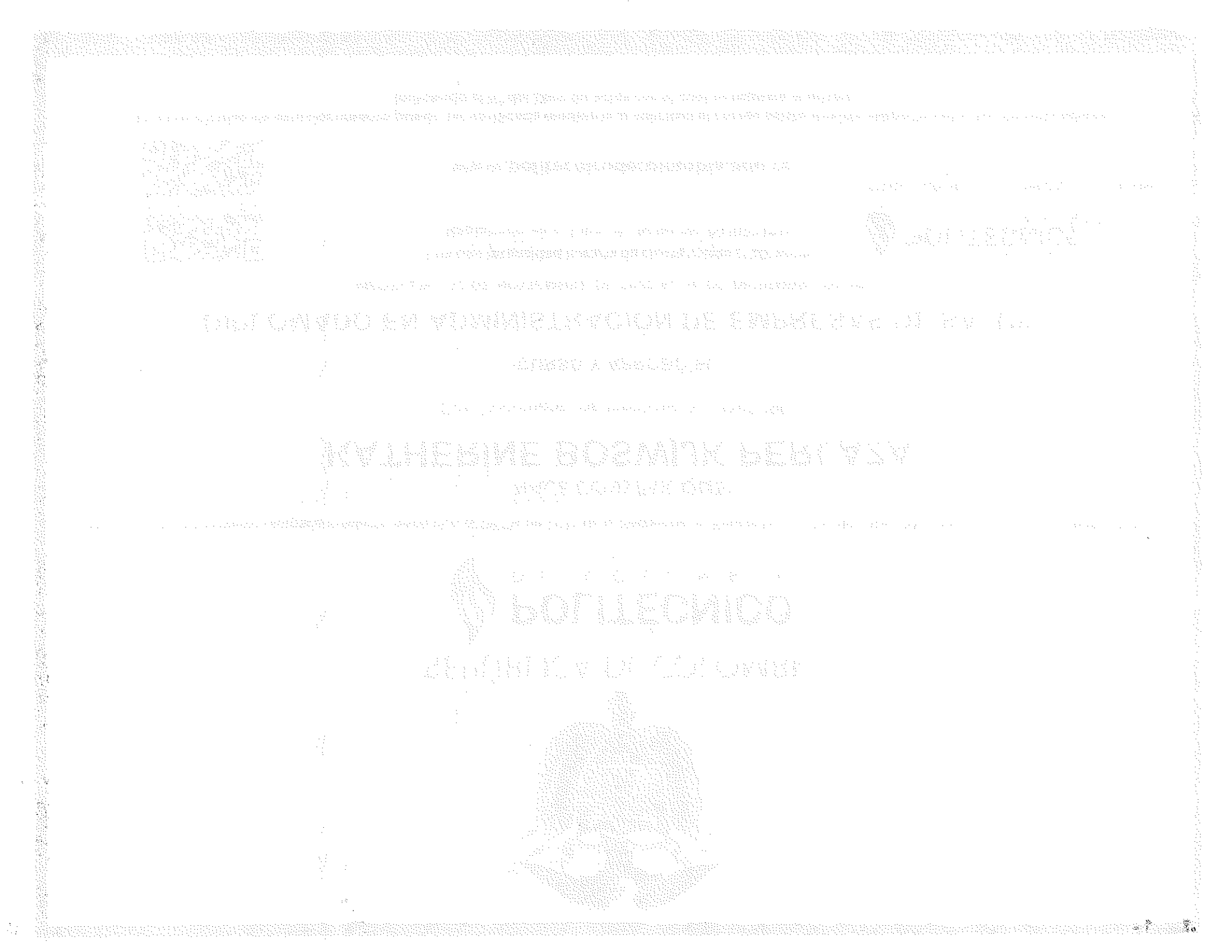
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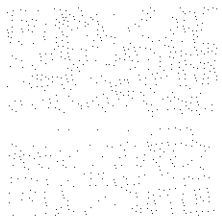
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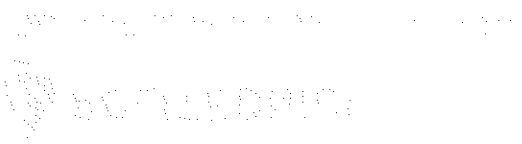
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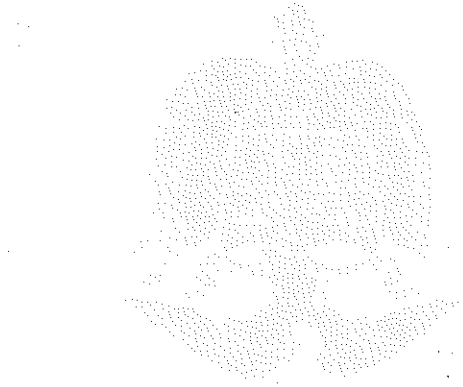
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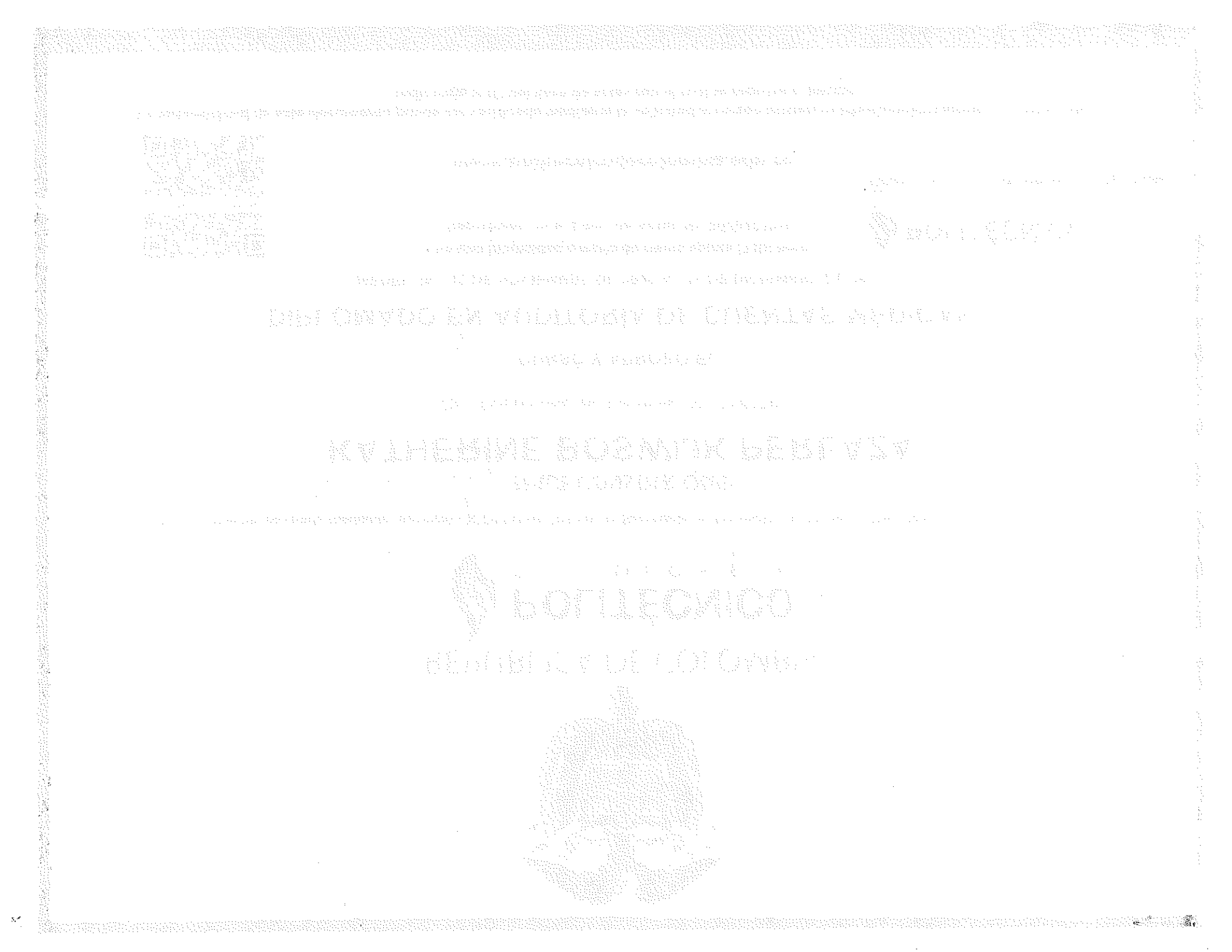
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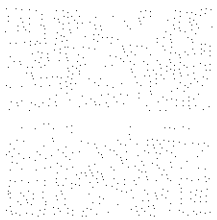
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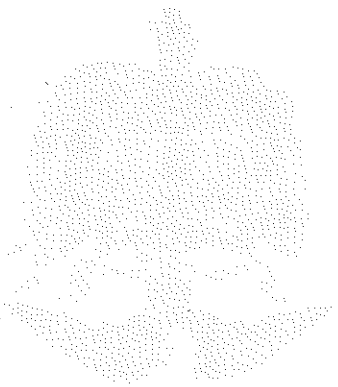
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HACE CONSTAR QUE:

KATHERINE BOSWIJK PERLAZA

Con Documento de Identidad No 31487991

CURSÓ Y APROBÓ EL

DIPLOMADO EN GERENCIA DE SERVICIOS DE SALUD

MEDELLIN - 26 DE NOVIEMBRE DE 2022 AL 30 DE DICIEMBRE DE 2022

Con una intensidad horaria de ciento veinte (120) horas

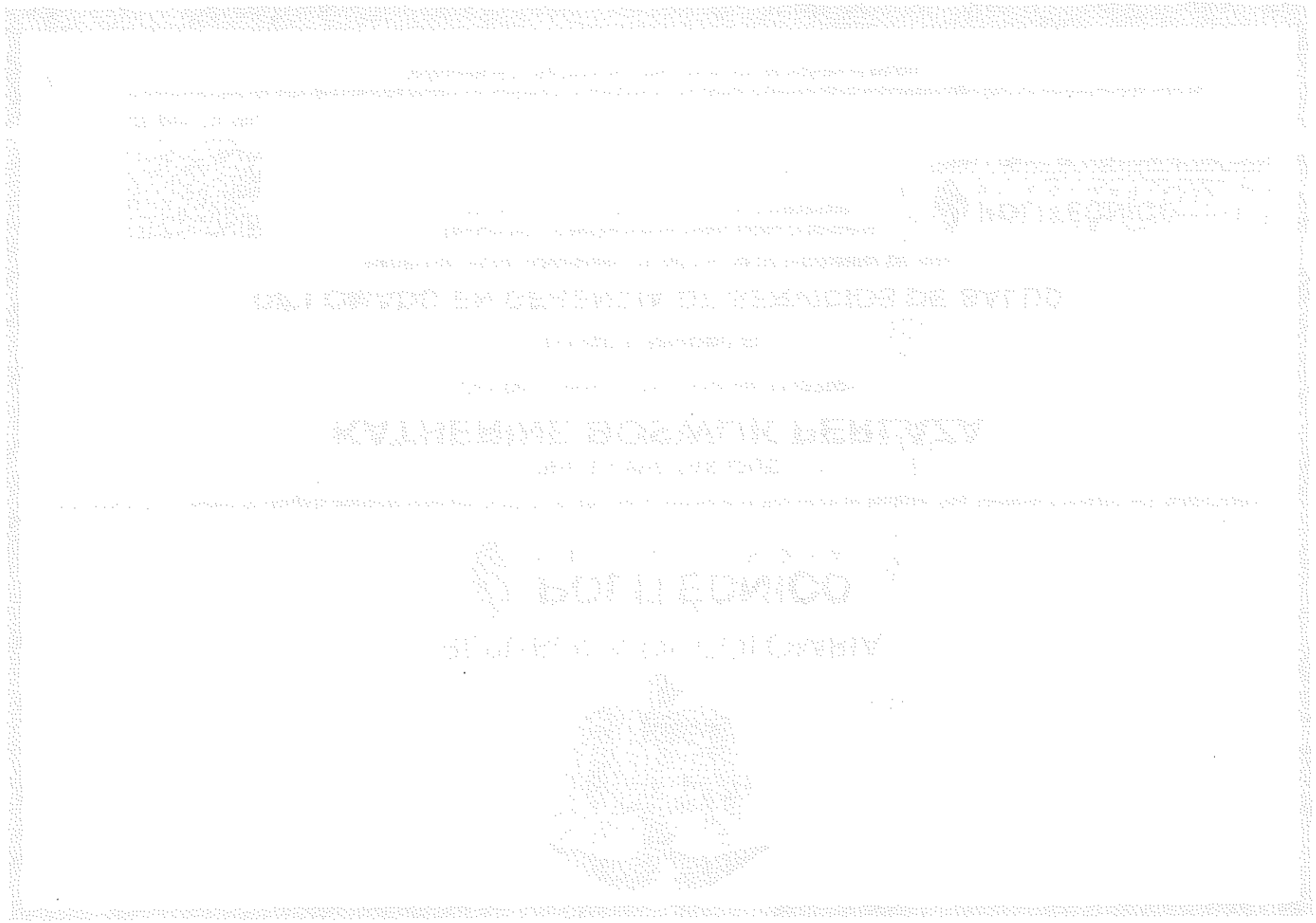
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CURSÓ Y APROBÓ EL DIPLOMADO EN

VERIFICACIÓN DE CONDICIONES DE HABILITACIÓN DE INSTITUCIONES PRESTADORAS DE SERVICIOS DE SALUD- RESOLUCIÓN 3100 DE 2019

Con una intensidad horaria de ciento veinte (120) horas

MEDELLÍN - JULIO 17 DE 2024 A AGOSTO 06 DE 2024
Registrado en el Libro de Actas No 0020240806
CÓDIGO DE SEGURIDAD nZVzgF+LXWGFmHeVXn1ep6CQaKOZpXVykJGanG9+ew==

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DIPLOMADO EN HUMANIZACIÓN DE SERVICIOS DE SALUD

MEDELLIN - 07 DE SEPTIEMBRE DE 2024 AL 11 DE OCTUBRE DE 2024

Con una intensidad horaria de ciento veinte (120) horas

Registrado en el Libro de Actas No 0020241011

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DIPLOMADO EN INVESTIGACIÓN DE ACCIDENTES DE TRÁNSITO

MEDELLIN - 12 DE NOVIEMBRE DE 2022 AL 16 DE DICIEMBRE DE 2022

Con una Intensidad horaria de ciento veinte (120) horas

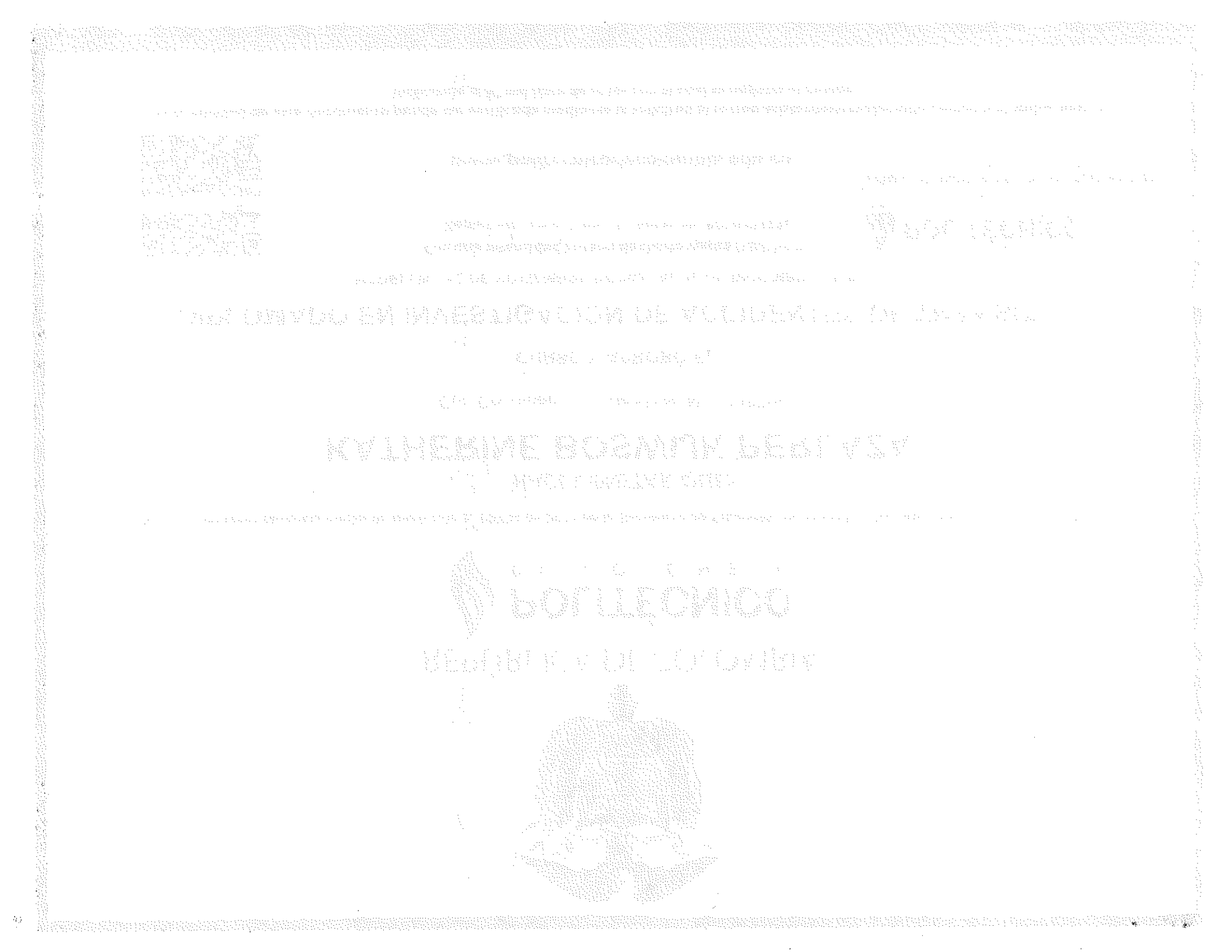
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DIPLOMADO EN REVISORÍA FISCAL

MEDELLIN - 26 DE NOVIEMBRE DE 2022 AL 30 DE DICIEMBRE DE 2022

Con una intensidad horaria de ciento veinte (120) horas
Registrado en el Libro de Actas No 0020221230

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DIPLOMADO EN SISTEMA DE SEGURIDAD Y SALUD EN EL TRABAJO

MEDELLIN - 26 DE NOVIEMBRE DE 2022 AL 30 DE DICIEMBRE DE 2022

Con una intensidad horaria de ciento veinte (120) horas

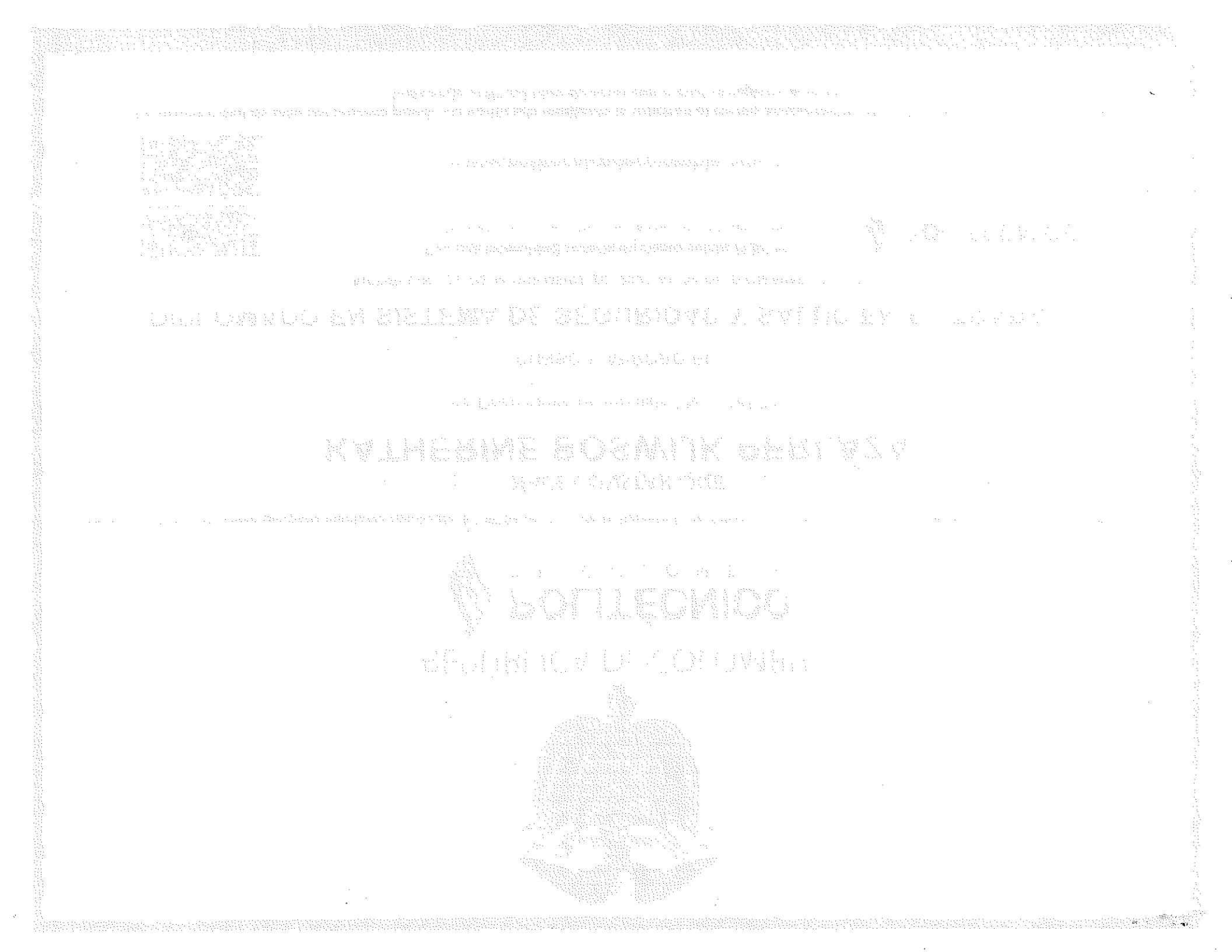
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CURSÓ Y APROBÓ EL DIPLOMADO EN

SALUD PÚBLICA

Con una intensidad horaria de ciento veinte (120) horas

MEDELLÍN - NOVIEMBRE 30 DE 2022 A DICIEMBRE 27 DE 2022
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Chapter 3

Basic Anatomy

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CURSÓ Y APROBÓ EL DIPLOMADO EN

TÍTULOS VALORES

Con una intensidad horaria de ciento veinte (120) horas

MEDELLÍN - NOVIEMBRE 09 DE 2022 A DICIEMBRE 06 DE 2022
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Chapter 10

Subnetting

Subnetting Basics

República de Colombia

Aliados en Tecnología y Calidad S.A.S.

Autorizado por el Ministerio de Trabajo según Registro Certificado de Oferente RCO-0027

Confiere

Certificado de Capacitación, Sistema de Gestión de la Seguridad y Salud en el Trabajo (SG-SST)

Intensidad de 50 Horas

A

Katherine Boswijk

Identificado(a) con Cédula de Ciudadanía número 31487991

Bogotá, 30 de julio de 2024

ATCAL
ALIADOS EN TECNOLOGÍA Y CALIDAD S.A.S.

66a99a92-97d4-4303-9ea4-34

