

The study sought to investigate the major factors that constitute ethical dilemmas for bank marketers in the workplace. The conclusive research design was adopted, and the population of the study consisted of part-time postgraduate students in the faculty of management sciences at the University of Benin who are bank marketers. Research data were analyzed using structural equation modelling. Results indicate that sales target and deceptive marketing significantly influence the ethical dilemma faced by bank marketers in Nigeria. The results also showed that respondents' perception is related to education but not related to sex, marital status and age.