

CASE STUDY: ETHICS IN ADVERTISING

Advertising is a multi-billion dollar industry. A company may spend millions of dollars each month just on advertising, so that it can create sufficient demand for its products in the market. This, in turn, has created many businesses whose sole purpose is to cater to the advertising needs of those companies. Today, advertising is ubiquitous – it can be found in newspapers, television, radio, internet, billboard signs and even video games.

Discussion (30 minutes)

- 1) What is advertising? What is its purpose?
- 2) What is false advertising? Why do some companies engage in false advertising?
- 3) Provide a 1 or 2-minute video example of false advertising (you may use YouTube for this section).
- 4) What can we do about it? Suggest 2 solutions.

Submission (5 minutes)

Give a 5-minute presentation of your findings by using PowerPoint (or Prezi). Please ensure that your presentation has the following features:

- It is short (5 minutes in length).
- It is easy to understand (even a 10-year old kid can understand it!).
- It is interesting (e.g. colorful visuals, lively performance from the presenters, attention grabbing videos, etc.)

CASE STUDY: BUSINESS AND THE NATURAL ENVIRONMENT

Over the past few decades, the world has become increasingly aware of the environmental problems created by human activities and their adverse impact on us. In response, various governments and business organizations have tried to tackle these problems, to varying degrees of success. Several non-governmental organizations or NGOs (like WWF, Greenpeace, to just name a few) have also joined in the fray as we began to realize the severity of our problems. Can we avert potential environmental disasters? Can we work together effectively to prevent them? And what would be our fate if we were to fail?

Discussion (30 minutes)

- 1) In your opinion, what is the most severe environmental problem currently faced by humans?
- 2) Based on your answer for Q1, describe briefly the nature and cause(s) of this problem.
- 3) Provide a 1 or 2-minute video on the negative impacts from this environmental problem (you may use YouTube for this section).
- 4) What can we do about it? Suggest 2 solutions.

Submission (5 minutes)

Give a 5-minute presentation of your findings by using PowerPoint (or Prezi). Please ensure that your presentation has the following features:

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CASE STUDY: SEXUAL HARRASSMENT AND THE WORKPLACE

In September 1994, a San Francisco jury awarded former Baker & McKenzie legal secretary Rena Weeks \$7.1 million in punitive damages, which a judge reduced to \$3.5 million, the San Francisco Chronicle reported.

She accused her boss, trademark attorney Martin Greenstein, of lunging at her chest, pouring M&Ms down her breast pocket, and grabbing at her hips. The trial gripped the Bay Area at the time, and many legal watchers considered the verdict a landmark victory.

(Source: www.businessinsider.com/the-9-most-damning-workplace-sexual-harassment-lawsuits-filed-in-america-2012-8?op=1#ixzz3AcJ1Y7tK)

Discussion (30 minutes)

- 1) What is sexual harassment? Define.
- 2) How do you determine whether a behavior or an act in the workplace as sexual harassment?
- 3) Provide a 1 or 2-minute video regarding sexual harassment in the workplace (you may use YouTube for this section).
- 4) What can we do to prevent/minimize sexual harassments from arising in the workplace? Suggest at least 2 solutions.

Submission (5 minutes)

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CASE STUDIES: INVESTMENT SCAMS

Every year, thousands of investors around the world lose millions of their hard-earned dollars as a result of various investment scams. Although government agencies have tried to warn the public many times about these too-good-to-be-true investment opportunities peddled by the scam operators, nonetheless many people still fell victim every year. And with the use of recent technology like the internet by these con artists, it is further believed that investment scams will not go away anytime soon.

Discussion (30 minutes)

- 1) What is an investment scam? Define.
- 2) Why do you think investment scams happen? What are its major causes? (Discuss 2 major causes.)
- 3) Provide a 1 or 2-minute video on for an example of an investment scam (you may use YouTube for this section).
- 4) What can we do to prevent or minimize the financial damage caused by investment scams? Suggest 2 solutions.

Submission (5 minutes)

Give a 5-minute presentation of your findings by using PowerPoint (or Prezi). Please ensure that your presentation has the following features:

- It is short (5 minutes in length).
- It is easy to understand (even a 10-year old kid can understand it!).
- It is interesting (e.g. colorful visuals, lively performance from the presenters, attention grabbing videos, etc.)