

BMKT 225-71/71K Marketing Fall 2021

Written Assignment 1 – Marketing Ethics and Social Responsibility

For this first writing assignment, let's consider marketing ethics and social responsibility.

Choose one company in which you are interested, and even use their products (goods or services).

- For that company, describe whether or not it is ethical in terms of marketing.
- For that company, discuss the value of being socially responsible from a marketing perspective.
- For that company, describe the implications (good or bad) about the company's commitment to marketing ethics and social responsibility.

To support your conclusions, do a bit of research on the company and its track record in terms of marketing ethics and social responsibility. Don't just rely on the company website! Look for information from other sources and perspectives.

To ensure your assignment is thorough, check that you have included:

- A clear articulation of the definitions of marketing ethics and social responsibility.
- A clear description of the company, product (goods and/or services), and marketing efforts.
- Conclusions about the company's commitment (or not) to marketing ethics and social responsibility. (Address the three bullets noted above.)
- Evidence to support your conclusions (observation and research).

Be sure to use credible sources (not Wikipedia, or any other "pedia", or About.com or similar sites). Provide citations for all of your sources.

This is due by Sunday, 10/24/2021, 11:59 pm to the dropbox in Assignments.