



CTAE PROGRAM AREA

PATHWAY: MARKETING COMMUNICATIONS & PROMOTION

COURSE: PROFESSIONAL SALES & PROMOTION

UNIT 4: REGULATIONS & ETHICS



INTRODUCTION

Annotation:

First lesson on business ethics includes ethical situations and PowerPoint on business ethics and handouts explaining the importance of acting ethical in business. Lesson culminates with objective quiz.

Second lesson is on government regulations affecting price and promotion. Lesson includes set induction, handouts, and PowerPoint. Lesson culminates with an objective quiz. Unit test is provided. Also, projects are available if time permits.

Grade(s):

X	9 th
X	10 th
X	11 th
X	12 th

Time:

4 – 50 minute periods

Author:

Business Ethics - Liz Haman

Additional Author(s):

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FOCUS STANDARDS

GPS Focus Standards:

MKT-PSP-4. Students will discuss regulations and ethics in promotion.

- a. Explain the regulations affecting promotion.
- b. Describe methods used to protect intellectual property.

GPS Academic Standards:

ELA12LSV1. The student participates in student-to-teacher, student-to-student, and group verbal interactions.

ELA12LSV2. The student formulates reasoned judgments about written and oral communication in various media genres. The student delivers focused, coherent, and polished presentations that convey a clear and distinct perspective, demonstrate solid reasoning skills, and combine rhetorical strategies of narration, exposition, persuasion, and description.

National / Local Standards / Industry / ISTE:



UNDERSTANDINGS & GOALS

Enduring Understandings:

- Students will understand ethics and why it is important to act ethically both in business and personal situations.

Essential Questions:

- Why is it important to understand ethics?
- Why do businesses need to act ethically in the marketplace? What happens if they don't?
- Why are there laws regulating how business advertises?
- Why is it important to understand how businesses are kept from doing unethical and/or illegal actions?

Knowledge from this Unit:

- Students will define ethics and learn how to make the right ethical choices.
- Students will learn about corporate values and ethical choices.
- Students will understand values and ethics in business.
- Students will be able to apply ethics to the marketing field.
- Students will gain an understanding of the factors that affect price.
- Students will understand the importance of government regulations on price and promotion.
- Students will discuss and define six pricing issues that government regulates.
- Students will be able to identify important regulations and laws related to pricing and promotion and how these regulations are enforced.
- Students will understand the importance of competition in a free enterprise system.

Skills from this Unit:



ASSESSMENT(S)

Assessment Method Type:

<input type="checkbox"/>	Individual project
<input type="checkbox"/>	Subjective assessment - Includes short answer and essay tests.
<input type="checkbox"/>	Post-test
<input type="checkbox"/>	Group projects
<input type="checkbox"/>	Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
<input checked="" type="checkbox"/>	Objective assessment - multiple-choice, true- false, etc.
<input type="checkbox"/>	Pre-test
<input type="checkbox"/>	Peer-assessment - assessment of peer proficiency using specific criteria

Assessment(s) Title:

Business Ethics Evaluation

Government Regulations Quiz

Assessment(s) Description/Directions:

Students will complete a short multiple choice quiz over concepts learned in unit.

Students will take a short match quiz over the PowerPoint "Government Regulations Affecting Price".

Attachments for Assessment(s):

Business Ethics Evaluation



LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
2. Review Essential Questions.
3. Identify and review the unit vocabulary.
4. Show PowerPoint "Ethics" using notes attached to PowerPoint. Next, show PowerPoint "Business Ethics" using notes attached to PowerPoint. The second PowerPoint is more specific to business situations.
5. Handout "Ethical Situations" and discuss as a class.
 - a. Handout "Ethics Guide" as a reminder to the students of how to evaluate the situations.
6. Handout "Business Conversations in China". This is an example of how to prepare for international business by communicating effectively.
7. Give students "Business Ethics Evaluation".
8. Handout "Set induction Gov Reg Affecting Price".
9. Show PowerPoint "Government Regulations Affecting Price".
10. Have students take the "Government Regulations Quiz".



CULMINATING PERFORMANCE TASK(S)

Culminating Unit Performance Task(s):

Ethical Situations

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Students will evaluate a set of situations and determine if they are ethical or unethical.

Attachments for Culminating Performance Task:

Ethical Situations



UNIT RESOURCES

Web Resources:

<http://www.ftc.gov> : Federal Trade Commission – Facts For Consumers

Attachments, Materials & Equipment:

- Business Ethics PowerPoint
- Ethics PowerPoint
- Government Regulations Affecting Price PowerPoint
- Ethical Situations
- Business Conversation in China
- Business Ethics Evaluation
- Government Regulations Quiz
- Set Induction Gov Reg Affecting Price

What 21st Century Technology was used in this Unit:

<input checked="" type="checkbox"/>	Slide Show Software	<input type="checkbox"/>	Graphing Software	<input type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input type="checkbox"/>	Desktop Publishing	<input type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Web Design Software	<input type="checkbox"/>	Blog	<input type="checkbox"/>	Video
<input type="checkbox"/>	Animation Software	<input type="checkbox"/>	Wiki	<input type="checkbox"/>	Electronic Game or Puzzle Maker
<input type="checkbox"/>	Email	<input checked="" type="checkbox"/>	Website		

Notes & Reflections:

Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.