

Name _____

Social Responsibility and Ethics

Should businesses have any social responsibility beyond following the law?

In the Workplace

- _____
- _____
- _____
- On-Site _____
- _____ benefits
- _____

In the Marketplace

- Providing _____ to consumers
–Example – The FDA creates a public education campaign about the safe and proper use of over-the-counter pain relievers
- Employing _____
–Example -- Broadcast networks review commercials that might be considered controversial.
- _____
–Example – U.S. government identified obesity as a major problem prompting many companies to seek solutions.

In the Community

- Local Businesses – _____
–Funds a Little League team
- _____
–Ben & Jerry's donates 7.5% of pretax earnings to the needy
- _____
–World Business Council for Sustainable Development (WBCSD)

Environmental Issues

• _____ – Federal government established the Environmental Protection Agency _____

• _____

Conservation and Recycling

• _____ – Companies make an effort to produce and promote _____

Business Ethics – _____

• Is the practice _____

• What would happen if the product were _____

• What practice will result in the _____ for the greatest number of people?

Ethics and Consumerism

• Societal effort to _____ by putting _____, moral, and economic _____ on business.

• Beginning in early _____

• Greatest growth from 1960's to 1980's. It involved _____ of marketing.

Consumer Bill of Rights – Advocated by _____

Says that consumers have four basic rights:

1. To be _____ and _____ against fraud, deceit, and misleading statements, and to be educated in the wise use of financial resources.
2. To be protected from _____.
3. To have a _____ of goods and services.
4. To have a _____ in product and marketing decisions made by _____

Other Ethical Issues

• _____ – pricing products unreasonably high when the need is great or when consumers do not have other choices.

– High prices for _____

• _____ – reporting an illegal action of one's employer