**Business Ethics Project**

(team project, two students per team)

Each team will use the statement of ethics from the American Marketing Association for their project. You will create a poster that lists each of the ethical values. Each value will have a brief definition, in your own words, of what that value represents. Using the Internet to conduct research, you will find a current event that demonstrates how a company has either exemplified that value or has broken that trust with consumers. List the company and the current event on the poster. Draw a picture of how businesses might implement that value.

Students will present the posters to the class. This project will be evaluated using the assigned rubric.