

Debate

For Your Consideration

Positioning

Sugary cereals target children. Fast food restaurants target unhealthy consumers. Credit card companies target frivolous spenders. Consider the implications of targeting potentially “vulnerable” segments with offerings that may have negative consequences for these individuals. To what degree (if any) do you believe companies should have an ethical responsibility to these segments? Justify your answer.

Overview

Debates have two sides and ethical decisions are not always clear. While it is important to hold your own opinions based on your own ethical and moral compass, it is also important to understand the positions of others who might approach an idea or dilemma from a different perspective.

“For Your Consideration” ethics questions ask you to approach different issues in business ethics from a position of both personal reflection and understanding. I am looking for evidence of five general themes.

1. Evidence that you have considered the ethical issues related to the “For Your Consideration” question through connecting topic(s) from lectures, class discussions, readings, assignments, etc... to your work.
2. Evidence that you understand the position of those who would agree with the FYC argument or find no ethical issue with the position.
3. Evidence that you understand the position of those who would disagree with the FYC argument or find an ethical issue with the position.
4. Your position on the topic, including appropriate justification.
5. Appropriate grammar and voice.

Remember to stay on topic. Solutions should relate to the material we will be talking about that week in class. And, as always, remember that FYC responses are not chapter reviews. As such, while there are no specific page length or word count requirements, I expect that most responses will be less than 500 words.