

Week 2: Ethical Reasoning & Action Paper Rubric
140 Points

Paper includes definition of “marketing ethics”	5
Student identifies and ethical issue from the case and successfully defends why an ethical issue exists	10
Argues what ethical principles, concepts, or theories are related to the ethical issue	20
Develop 2-3 courses of action that could be taken to solve the issue	30
Analyzes and evaluates each course of action, including an in-depth assessment of pros and cons of each	30
Selects the most reasonable alternative and provides justification for her choice	30
APA format	5
Sources	5
Paper was free of grammatical, spelling, punctuation and/or typographical errors; verb tense remained consistent throughout the entire paper	5