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Reference	Topic	Title	Synopsis
MKTG-01 Case study Teaching notes	Advertising and Marketing Management	<i>Affirmative Action vs. Client Wishes</i>	A junior account executive at a small advertising agency is offered a quick promotion under difficult circumstances. The agency has landed a large account that will keep it solvent. The problem is that the client wants to replace the African-American actors used for the sales presentation with white actors. When the acting account executive on the client account refuses to do this, she is fired. The junior account executive is offered the position if she will work with the client.
MKTG-02 Case study Teaching notes	Bidding Process Irregularities	<i>Inside Information</i>	A new salesperson at a wood products manufacturer is reviewing a commercial contractor's bill of materials to develop a bid on a job. The day before the bid is due, his boss gives him envelopes containing their two chief competitors' bids for the same job. The boss explains that the firm "wins" most of the bids thanks to an "inside man" in the commercial contractor's organization. He says that this is how you succeed in the construction industry.
MKTG-03 Case study Teaching notes	Black-Market Activity	<i>(Black) Marketing "Primo" in Rohanda</i>	The international tobacco products manager for a major cigarette producer wonders whether she should approve the marketing plan of the southeast Asia branch manager. The plan calls for doubling the advertising budget for the country of Rohanda and increasing prices to distributors in neighboring Kalanda. By doing this, the company will share the profits of Kalanda-based black-market activity in Rohanda, a country which officially prohibits imports of cigarette products.
MKTG-04 Case study Teaching notes	Cost vs. Price vs. Value Issues	<i>Incredible Shrinking Potato Chip Package</i>	Due to a price increase for potatoes, the brand manager for a potato chip product is considering "downsizing" the product rather than raising the price. She knows that changing the net weight of a package is less noticeable to consumers than increasing the price. She wonders whether this is a deceptive practice.
MKTG-05 Case study Teaching notes	Critical Advertising of Competitor	<i>The Competitive and Combative Toilet Tissue Campaign</i>	A copywriter for an advertising agency is asked to work on a toilet tissue product campaign that presents the main competitor's brand as plain and boring. The copywriter feels this form of advertising is unprofessional, and research findings are equivocal about the approach. She knows the FTC supports comparative advertising if the claims can be substantiated, but she would prefer to focus on the positive attributes of the product.

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MKTG-06 Case study Teaching notes	Deceptive Advertising	<i>The Pizza Puzzle</i>	The food services manager for a large hotel has come up with a strategy to combat a decline in room service business. Since guests seem to prefer ordering out for pizza rather than ordering pizza from room service, she proposes that the hotel prepare guest room brochures and use other strategies to make it appear to guests that when they order "Napoli Pizza" they are sending outside for it rather than ordering it from room service.
MKTG-07 Case study Teaching notes	Deceptive Advertising	<i>The Nonuser Celebrity Endorser</i>	A copywriter for an advertising agency is assigned an account for a brand of bacon. She wonders about the appropriateness of having the product endorsed by a celebrity who has recently become a vegetarian.
MKTG-08 Case study Teaching notes	Marketing Research	<i>Justifying Price Increases</i>	A marketing research manager for a local television station is asked by the new General Manager to conduct a survey that would support his decision to charge small business accounts 20 percent more for air time.
MKTG-09 Case study Teaching notes	Marketing Management, Advertising & Selling	<i>Another Type of Discrimination</i>	An assistant brand manager for a large consumer goods company is disturbed by the marketing plans championed by her supervisor for a floor scrubbing soap. The plan is based on empirical evidence that it is more advantageous to use physically unattractive spokespersons when marketing mundane products. The assistant brand manager did research in college on "the physical attractiveness phenomenon" showing that unattractive people are disadvantaged throughout life. She believes this is an important social issue.
MKTG-10 Case study Teaching notes	Marketing Research	<i>Falsification of Data</i>	A research analyst for a successful marketing research firm is surprised to learn that the manager wants him to rewrite his report based on changes that are being made to computer printouts of the research data. The manager (a co-owner of the agency) explains that the client would probably not agree with the actual findings and related recommendations in the first draft of the report.
MKTG-11 Case study Teaching notes	Marketing Management (Event Marketing)	<i>Lottery Mania</i>	. The director of event marketing for a state lottery is told to put together promotional events for a new lottery game targeted toward minorities who also tend to be frequent players. The director is a member of a minority group, and her father had been a compulsive gambler. Even though she has reservations about this promotional strategy, she knows that more lottery ticket sales mean more money for statewide education

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MKTG-12 Case study Teaching notes	Negotiations	<i>Heaven Help Her</i>	A business broker is working with a local minister to purchase a small manufacturing plant so it can be converted into a recreation center. The business broker's supervisor recommends that she mislead the seller of the plant to believe that the buyer is interested in restoring the machines in the plant, thereby reducing the down payment.
MKTG-13 Case study Teaching notes	Package Labeling and Advertising	<i>Cosmetic Applications</i>	An assistant marketing communications manager for a skin product manufacturer is asked to coordinate the storyboards for a campaign to increase the recommended application of a moisturizer from one to three times a day. She realizes that although this strategy will serve to increase sales volume, it does not reflect the results of focus group data.
MKTG-14 Case study Teaching notes	Padding Expense Accounts	<i>Phantom Expenses</i>	A new salesperson with a small appliance manufacturer has just attended a sales training course. A more experienced salesperson explains to her that the company underpays actual travel expenses on average and that the rule of thumb used by the sales force was to inflate total expenses by approximately 25 percent. She argues that if anyone reported actual expenses, the company might investigate.
MKTG-15 Case study Teaching notes	Selling	<i>Life Insurance – Who Benefits, the Consumer or the Company?</i>	A sales representative for a large life insurance company is increasingly frustrated by a dilemma he faces daily. The company's offers 110 percent commission on the first year's premium for a product that bundles insurance and savings features together. The company offers much lower commissions for considerably cheaper product that provides much greater insurance protection. If he sells the more expensive product, he can provide better for his family and his company makes more money, but the buyers may not receive the product they need.
MKTG-16 Case study Teaching notes	Unethical Sales Presentation Techniques	<i>The Speedy Sale</i>	In an effort to finalize the sale of an expensive, out-of-stock television set, an electronics salesperson is considering a strategy of promising the customer one-day delivery when it will really take at least a week to have the set shipped from the factory.

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MKTG-17 Case study Teaching notes	Use of Proprietary Information	<i>Inside Info</i>	An assistant product manager for a consumer package goods marketer stumbles upon an opportunity to stay ahead of the competition. A college friend is in town to meet with a potential client representing a competitor's organization. The assistant product manager realizes it may help her career and her company if she could secure some intelligence on the competitor's marketing ideas.
MKTG-18 Case study Teaching notes	Using Inferior Materials	<i>Elite Furniture</i>	A recently promoted assistant product manager for a furniture manufacturer returns to work after a pregnancy leave to find that the company has decided to buy an inferior grade of padding for upholstered furniture. Even though she knows the company is facing some short-term financial difficulties, she feels strongly that, over the long term, building furniture with inferior materials will damage the company's reputation with its retailers.
MKTG-19 Case study Teaching notes	Marketing Research (Researcher Bias, Unethical Uses of Data)	<i>The Jury Selection</i>	An assistant project coordinator for a marketing research firm is developing a telephone survey for a well-known criminal trial attorney. The attorney represents a financial planner charged with fraudulent acts. The survey provides insights about the kinds of jurors that would be most sympathetic to her client. The researcher had been following the case in the local media, and believes that it is likely the financial planner is guilty.
MKTG-20 Case study Teaching notes	Marketing Intelligence	<i>I SPY: A Case of Competitive Espionage</i>	A junior employee at a marketing consulting firm consults with a major client who has developed and wants to market a new fax machine. During the project, the client finds out that a competitor plans to launch a new, higher quality fax machine before their own timelines. The junior employee is asked to approach the competitor as a buyer to find out the features and capabilities of the competitor's product.
MKTG-21 Case study Teaching notes	Marketing Research	<i>The Focus Group</i>	A research specialist for a marketing research firm has just run a successful focus group to gather consumer information for a local law firm that will help to develop a new series of TV commercials. One of the focus group participants mentions an incident of poor client service on the part of the law firm-the identity of which was not given to the focus group. The research specialist's supervisor asks her to supply the name of the focus group participant to the law firm so that they can take steps to prevent similar occurrences.

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MKTG-22 Case study Teaching notes	Product (Controversial Product)	<i>Societal Impacts of Marketing</i>	A buyer for an importer of ethnic arts works with the Puna tribe to import their distinctive woven baskets. Over lunch, his boss and a client approach the buyer with a proposal to change the symbols and colors in the Puna's basket and place a large order with a tight deadline. The buyer understands that cultural symbols are important, and that, if the Puna decide to fill the order, all tribe members would be involved; men, women, and children. This would place many tribe members out of their traditional roles.
MKTG-23 Case study Teaching notes	Pricing (Price vs. Value) Advertising (Deceptive)	<i>Green Earth</i>	A recently-hired director of membership at a nonprofit organization learns that new members who are recruited during the summer months receive renewal notices in December like all members. In effect, these new members pay for an annual membership for a much shorter period.
MKTG-24 Case study Teaching notes	Undercounter Sales	<i>Robbing Peter to Pay ... Peter</i>	A division manager for a major restaurant chain hears rumors that one of her unit managers is taking in money without ringing up the sale. To verify the rumors she sends friends to act as customers; some of them find that the rumors are partially true. In fact, he is using unrecorded payments to his crew as performance bonuses and incentives. This goes against company policy, but on the other hand, the unit manager achieves much better performance than other unit managers.
MKTG-25 Case study Teaching notes	Product (Harmful Ecological Impact)	<i>To Spray or Not to Spray</i>	A product manager for a company that manufactures cleaning products is trying to find innovative ways to turn around a declining market position. In his research, he learns that competitors are having success in sealing similar products in an aerosol spray form that contains hydrocarbons. In marketing tests, he also learns that consumers rate a "pump" form equal to the current packaging, but are excited about the aerosol.
MKTG-26 Case study Teaching notes	Marketing Research (unethical uses of research data; violating privacy of respondents)	<i>The Nonanonymous Survey</i>	An assistant project manager for a market research firm is assigned to a community service project to identify the health habits of the community. She is surprised to learn that her firm is considering selling the data obtained on the community service study to a client who may wish to open a chain of fitness centers in the area.

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MKTG-27 Case study Teaching notes	Environmental vs. Economic Concerns	<i>California Wood Harvesting Company</i>	A lumber company is experiencing growing complaints that their practice of clear-cutting is hurting the environment. The company president tells the marketing department to create an image-building program to gain public and government support. The assistant to the VP of marketing doubts the wisdom of some aspects of the project.
MKTG-28 Case study Teaching notes	Advertising (Unethical Tactics)	<i>Washing Dirty Laundry</i>	A project manager at a consumer products company is searching for approaches to market a laundry product. The current campaign for the product is offensive to some women who have expressed their objections to the company. The product is doing well on the market.
MKTG-29 Case study Teaching notes	Advertising Sales Promotions	<i>Green Acres Promotions</i>	A young couple accepts an invitation for a free weekend at a new timeshare resort development. After the obligatory real estate promotion, the salesperson strongly expresses his frustration that the couple is not interested in buying. They wonder what action to take, and what responsibilities they have to future buyers or the real estate developer.
MKTG-30 Case study Teaching notes	Product Liability Issues	<i>I-Warn-Ya Ammonia</i>	A marketing sales representative for an agricultural products manufacturer inadvertently discovers information about a farming accident that occurred almost seven years ago that was the direct result of a failed valve, a product of the company. The company president recommends that the sales rep remain silent until the seven-year statute of limitations is in effect.
MKTG-31 Case study Teaching notes	Unethical Sales Presentations	<i>Thompson Security Systems</i>	A sales representative for a security systems manufacturer has received training and literature on his company's product line and those of the competition. He learns, while accompanying his district manager on sales calls, that she provides negative information on the products of the competition that is not in the company literature. After doing some research, the sales rep decides to exclude the questionable information in his sales presentation. Later, he is confronted by his district manager about this oversight.
MKTG-32 Case study Teaching notes	Marketing Research (Distortion/Falsification of Data)	<i>The Too-Small Sample</i>	A marketing research firm cannot complete a study for a bank by the promised due date and make money on the job unless interviewing is stopped immediately and a multiplier is applied to weight the data up to 500 respondents from the actually completed 350. The statistician ponders what he should do.

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