
Chapter 6 Legal and Ethical Issues

Section 6.2 Social Responsibilities and Ethics

Section Outline with Content and Academic Vocabulary

Section Outline

Business and Social Responsibility

In the Workplace

Flextime

Telecommuting

Extended Family Leave

On-Site Child Care

Health Care Benefits

Time Off with Pay

In the Marketplace

Providing Information

Employing Self-Censorship

Responding to Consumer Concerns

In the Community

Local Businesses

Large Companies

International Businesses

In the Environment

Cleaner Fuel

Green Marketing

Business Ethics

Ethics and Consumerism

Ethics in Marketing

Self-Regulation

Ethical Issues Related to Marketing Functions

Price Gouging

Marketing Information

Selling Practices

Managerial and Personnel Issues

Proper Accounting and Reporting

Whistle-Blowing

Guidelines for Ethical Behavior

Chapter 6 Legal and Ethical Issues

Section 6.2 Social Responsibilities and Ethics

Section Outline with Content and Academic Vocabulary *continued*

Content Vocabulary

flextime A system that allows workers to choose their work hours. (p. 147)

telecommuting Working at home, usually on a computer. Employees can send completed tasks by e-mail or mail-in disk. (p. 147)

Ad Council A nonprofit organization that helps produce public service advertising campaigns for government agencies and other qualifying groups. (p. 148)

green marketing When companies engage in the production and promotion of environmentally safe products. (p. 149)

ethics Guidelines for good behavior; the basic values and moral principles that guide the behavior of individuals and groups. (p. 150)

Better Business Bureau Nonprofit organization that sets up self-regulation among businesses. Business members must “agree to follow the highest principles of business ethics and voluntary self-regulation, and have a proven record of marketplace honesty and integrity.” (p. 150)

price gouging Pricing products unreasonably high when the need is great or when consumers do not have other choices. (p. 151)

whistle-blowing Reporting an illegal action of one’s employer. (p. 153)

Academic Vocabulary

role The actions and activities assigned to or required or expected of a person or group. (p. 147)

policy A plan or course of action, as of a business, intended to influence and determine decisions, actions, and other matters. (p. 147)