After reviewing Markel’s Chapter 2: “Understanding Ethical and Legal Considerations,” as well as the section from chapter 15 on writing memos, prepare a formal, single-spaced, 1-2 page memorandum that responds to the case described on pages 30-31: “The Name Game.” Address the document to the Instructor.

DATES

M 27 Feb    Case Study Memo draft due for peer review (10 pts.)
W 1 Mar     Case Study Memo due

CHECKLIST

The following criteria will be used to evaluate the Case Study Memo. Please use it as a guide as you draft, revise, and edit the document.

The memo . . .

• Addresses the immediate questions of what should be done and where responsibility lies (who does what?);

• Explains the ethical issues involved in the case;

• Explains the legal issues involved in the case;

• Explores the effect of your recommendation upon the larger company and community;

• Effectively uses headings to organize information;

• Adheres to standard memo format (identifying information at top of first and second pages, for example);

• Is well edited with regard to grammar, syntax, punctuation, and spelling.