Guideline

In this assignment, you will identify and discuss influences that have shaped your personal ethics and standards today. For example, your family upbringing or your experiences as a student, or perhaps a relative or friend that has influenced your outlook today. Then analyze and discuss these influences and how they relate to or are similar to three philosophical & moral frameworks used in the reading material.

**Required reading:**

Ethical Marketing by Patrick E. Murphy, [et al...Gene R. Laczniak, Norman E. Bowie, Thomas A. Klein] (2005, Pearson Education) - Ethical reasoning & Marketing decisions pp 20-34

**Requirement:**

1. Strength of reflection about your personal ethics
2. Strength of analysis of personal ethics based on 3 philosophical & moral frameworks of following covered in the reading material, no other secondary sources required

* Consequences – based theories
* Utilitarianism
* Consequence – Oriented philosophy and marketing management
* Duty-based theories
* Contract – based theories
* Virtue – based ethics

1. Please be sure to reference from the reading material.
2. Your paper should be 4 - 5pages in length, double-spaced (exclude references).