**Global Marketing Project – Section VI**

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**Ethics**

**Assignment**

Every company has a **Code of Ethics**, sometimes referred to as a **Code of Conduct**. This is a written statement of behavior to which everyone in the organization must adhere to or subscribe to. It is printed for all employees and for stockholders to view as these values govern decisions managers and employees make about what goes into their products, how these products and services are advertised and sold, and how they are disposed of. Developing good business ethics is the first step toward creating social profit. Social profit benefits an organization and society as a company strives to promote cultural diversity, ethical practices, community service, and concern for the natural environment.

You must create a report on your company’s **Code of Ethics** or **Code of Conduct**. Specifically, your report must include the following:

* Copy (summary if too lengthy) your company’s **Code of Ethics** or **Code of Conduct.**
* Compare and contrast your company’s **Code of Ethics** or **Code of Conduct** with your company’s mission statement.
* What is your company doing to be socially responsible? List up to 5 community service projects or activities that your company engages in that have a positive effect on society and promote the public good.
* Your report must have a cover page and each section must be labeled and start on a new page.
* List all sources!

This report is typically the last part of the year-long project. However, due to the changes from the COVID-19 virus (corona virus) there will be a section VII this year focusing on how the company has been affected by the virus. This report will be assigned at the beginning of Q4. I mention it now because the issue of ethical conduct is a critical component of each company’s reaction to the virus and you may wish to bear this in mind as you research the ethics, conduct, and social responsibility of your firm.