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Authentic Intellectual Work

Teacher – Sandy Wieser

Subject – Marketing

Grade – 9-12

Lesson – Legal and Ethical Issues

IC Essential Skills/Concepts –

Two H.O.T. questions to structure conversations in your classroom –

How do government and socially responsible businesses affect the lives of people in the United States?

Why do many industries set their own standards for product compliance?

Introduction/Background – In chapter 6 we have been learning about the role government has in a free enterprise system.

Students are to choose a federal regulatory agency (each a different one) to research and report on.

Task – (Can attach)

3

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3

Bring any supporting documents that will assist students in completing this task such as; rubrics, additional handouts, graphic organizers, Viking Pride in writing, etc.

*2nd
Revision*

Marketing I ch. 6
Federal Agency Activity

You are planning to start a business that manufactures cleaning products. You will be using a variety of chemicals to make your products. Before you begin your business, you need to understand how the rules of the EPA will affect you.

Create a presentation that includes the following:

1. A summary of who the EPA is and what the agency does.
2. How will the EPA affect my business? Name at least two rules that would apply to you and give an example of how it would affect you.
3. What are some additional standards you could set that would help your company be socially responsible.

Presentation includes all above information with sufficient details 10 Pts.	Presentation is missing one part of information and/or is lacking in details. 4-5 pts.	Presentation is missing more than one part of above information. 0 pts.
Nicely done PowerPoint. Professional looking. Relevant to the subject. 5 pts	Has PowerPoint, but isn't very professional or relevant to the subject 1-3 points.	No PowerPoint 0 points
Maintains eye contact with audience while giving report, speaks clearly, and appears knowledgeable about subject. 5pts.	Reads report directly from paper, little eye contact, stumbles over words. 1-3 points	Does not give report. 0 pts.