

Honesty and Integrity

Demonstrate honesty and integrity

Honesty & Integrity in Business

Overview: We will examine the importance of being honest and demonstrating high integrity as a business professional.

Objectives:

- Contrast honesty from dishonesty
- Define or summarize concepts of integrity
- Contemplate your response to a hypothetical business situation

Outline:

- Take notes on three short videos and discuss as a class
- Summarize/rephrase four paragraphs and discuss as a class
- Complete a R.A.C.E. summary
- Draw a poster or diagram.

Why should a business person be concerned about these attributes?

Standard: Demonstrate honesty and integrity. (MKTC.15.02.c)

Thought Starter

Assume you are the Human Resources recruiter for a mid-sized company of 260 employees. You're office is in Fort Collins, Colorado. Your company is rapidly growing.

One of the candidates applying for a key position has an exceptional resume. It shows a high grade-point average from high school and college. But, the transcripts received from the schools indicate a different story.

The candidate interviewed very well – but it seems the candidate may be inclined to inflate the truth sometimes.

Would you hire the candidate or not?

Standard: Demonstrate honesty and integrity. (MKTC.15.02.c)

Honesty and Integrity

2:57



Honesty and Integrity Quotes

<https://youtu.be/X9u3BCFF1Fc>

2:17



Good Ethical Climate Through Corporate Governance

<https://youtu.be/NYDwAZH071s>

3:15



Academic Integrity

<https://youtu.be/F7O6EgNeWjY>

Standard

Demonstrate honesty and integrity. (MKTC.15.02.c)

Honesty & Integrity in Business

Summarize each paragraph individually.

Discuss each summary as a class.

Summarize your understanding of each paragraph.

Price is one of the 5-P's in the marketing mix (Product, Price, Packaging, Place, and Promotion). Sometimes other "P's" are included in the list (People, Process, Physical Attributes).

Charging too much or too little for a product or service is usually bad for business. However, there may be times when either of these extremes is appropriate.

Loss leaders are products and services priced below the market price. These are intended to attract customers with the intention of customer purchases of other, higher priced products or services.

Premium pricing is used when a good or service is difficult to find, or otherwise in high demand. When customer demand exceeds available supply, premium pricing might be a good strategy.

Standard Identify pricing strategies to set prices for marketing. (MKCO.12.01)

Standard: Demonstrate honesty and integrity. (MKTC.15.02.c)

R.A.C.E.

Assume you have been informed of the rules, processes, and requirements related to gaining new business in a foreign country. Offering and giving bribes are absolutely forbidden from your company. Plus, it is illegal.

A potential new client wants \$200 before meeting with you. It seems like a small price to pay for a contract job that could yield millions of dollars in new revenue for your company.

How would you respond to the situation?

Complete the R.A.C.E. page in your worksheets.

Rephrase, Answer, Citation, Example.

Rephrase the instructor's question regarding the topic.

Answer the question above in three ways. Use your notes from the videos, the summarized paragraphs, or the discussion.

1 _____

2 _____

3 _____

Cite the source (video/paragraph) you used in your answers.

1 Your source: _____ 2 Your source: _____ 3 Your source: _____

Example write an example situation related to the topic.