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| The Ethics of Advertising | |
| To: | Prof. Greco |
| From: | Angel Fernandes, James Curry, Antonio Monarres and Kareem Daniels |
| Date: | 4/10/2012 |
| Re: | Ethics In Advertising |
| Comments: | Project Memo  The members in this group are Angel Fernandes, James Curry, Kareem Daniels, and Antonio Monarres. The expectations of each member in this group are solely for the benefit and gain of this group. Each member is expected to communicate with the group effectively, exercise diligence in completing their assigned and non-assigned work, show up to class in a timely manner, and genuinely care about the welfare of the project and the group. The main strengths of the group lie in writing and research. Angel and James excel in writing, while Kareem and Antonio are really good at digging up information. We plan to evenly divide the workload by sticking to the project manual, decreeing that we each use three sources to argue our response to the topic and hold each other to the same standard when it comes to presenting our finds. Each of the project managers are expected to carry out their role and meet whatever deadlines need to be met to ensure the quality of work. Through thorough research, dedicated effort, and efficiency of operation, our group will be successful in representing our topic as well as our response to the topic.  The topic that our group decided on has to do with ethics in advertising; more specifically what are the ethical standards that advertisers and their facilitators should be held to when advertising products? Do such standards exist and should they be abided by? Through research, the group will shed light on the various organizations and corporations that ignore their responsibility to maintain an ethical standard when dealing with advertisements. Angel will conduct research on the TV networks that air unethical advertisements and the history behind the facilitation of such advertisements as well as the ethics of advertising aimed at children. James will research the advertisements of non –accredited colleges that operate strictly for profit and can’t guarantee a useful education. Kareem is researching Nike and the Jordan sneaker line for their advertising schemes and targeting tactics. Finally, Antonio will be researching the clothing line Armani Exchange and the schemes that they use to secure sales. The workplace issue that our topic focuses on is ethics. Many people purchase products because their sellers misrepresented these products, a practice that is unethical and can have adverse effects on the lives of unsuspecting buyers.  Advertising laws are in effect, however, they don’t stop advertisers from painting misleading pictures of their products. The focus of this project is to paint an accurate picture of these advertisers by exposing their unethical marketing schemes, and to increase consumer awareness of these unethical practices. |