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# Principles of Business Management & Entrepreneurship

## Assessment #2 – Ethics PSA

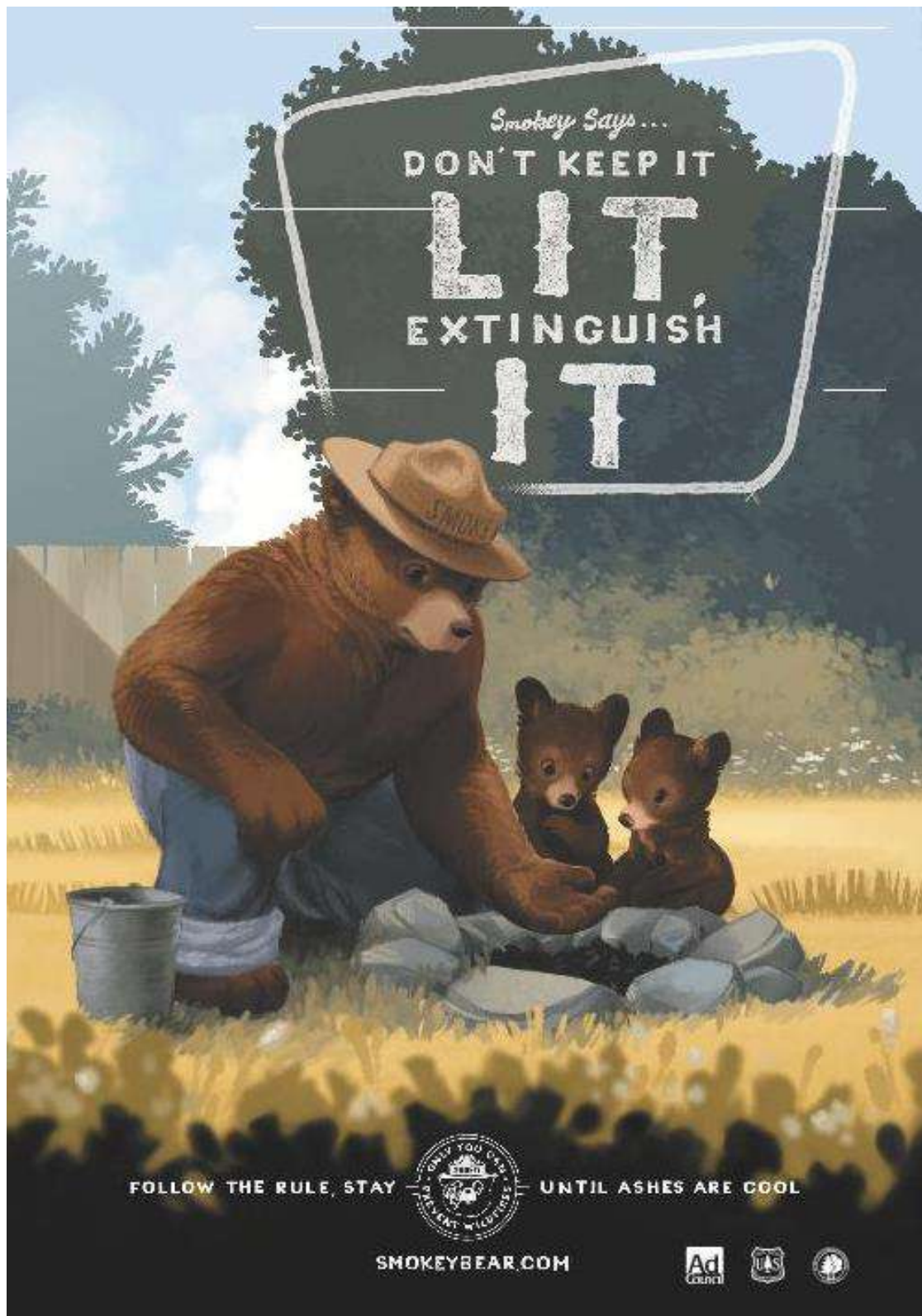
- Each student is responsible for developing and implementing a public service advertising (PSA) campaign to educate other students at Arundel High School about the importance of ethics & ethical decision-making.
- Students will be creating a PSA campaign on one of the following ethical principles: *integrity, trust, accountability, transparency, fairness, respect, rule of law, or viability*. You get to choose which one.
  1. **Integrity** = Acting with honesty in all situations. Doing the right thing even when no one else is watching, when it isn't easy, or when it might not be in your best interest.
  2. **Trust** = Behaving ethically also means being trustworthy in all your relationships –teachers, coworkers, friends, family members, etc. Doing what you say you will do (no matter what!) and telling the truth
  3. **Accountability** = Accepting responsibility for decisions. Imagine what would happen if nobody was accountable for their actions – you wouldn't be able to count on anyone.
  4. **Transparency** = Being truthful when you communicate. More than just avoiding lies. Speaking up about your feelings and communicating openly, even when it's difficult.
  5. **Fairness** = Treating others the way they'd like to be treated. Creating relationships that are equal.
  6. **Respect** = Honoring the rights, freedoms, views, and property of others. Ethical people respect other people's opinions. They don't start an argument or insult someone just because they don't agree.
  7. **Rule of law** = Being ethical doesn't just mean following the law. You can technically follow the law and still be unethical. However, part of being ethical means respecting the rules and laws of your city and country.
  8. **Viability** = Ensuring that your actions are helpful in the long term, not just the short term. The impact of your actions in the long term. How your actions affect others in the coming weeks, months, and years.
- You will develop 2 different PSAs to be part of its campaign:
  1. **A poster** illustrating a creative way to (1) explain/illustrate your ethical principle, (2) what it means, and (3) the importance of it in our school.
    - Examples of successful PSA campaigns can be found here: [www.psacentral.org](http://www.psacentral.org)
    - You can use Google Docs, Word, Publisher, Adobe Spark, Canva, Visme, Stencil, Crello, DesignCap, MyCreativeShop, PosterMyWall, Piktochart, etc.
    - You cannot use any profanity, inappropriate language, or illegal/inappropriate images.
  2. **An email** to be sent to your fellow students (1) explaining your ethical principle, (2) what it means, and (3) the importance of it in our school.
    - Make sure it connects with your poster/advertisement.
    - In your email, you must also include a hypothetical example or story that illustrates your topic and helps students understand the topic better. Feel free to draw on an experience or tell a personal story. Alternatively, you could use a famous story instead.
    - Note that we will not actually be emailing it to your fellow students, but that is your target audience.

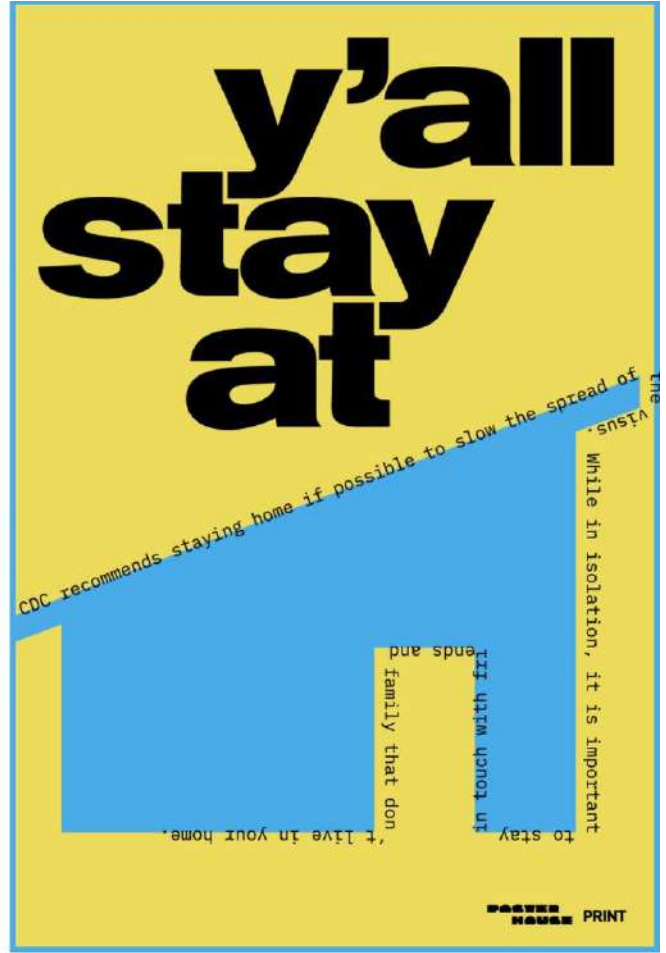
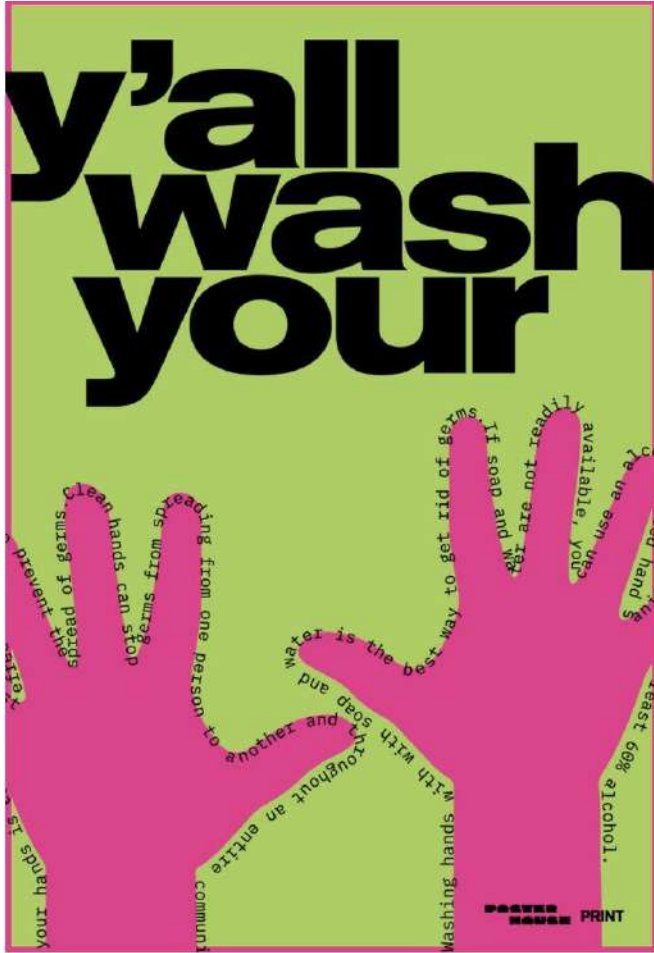
**Both documents are due on Wednesday, September 30<sup>th</sup> at 11:59pm. Have fun 😊**

## Rubric for PSA Campaigns

Criteria	Professional	Experienced	Developing	Novice
<b>Content</b> Information communicated by the PSA campaign <b>70 points</b>	PSAs clearly explain the importance of their topic.	PSAs explain the importance of their topic relatively well, but some clarification is required.	PSAs' explanation of the importance of their topic is difficult to follow and understand.	An explanation of the importance of their topic is incomplete or missing.
	PSAs are appropriate for reaching and impacting all target audience(s).	PSAs are appropriate for reaching and impacting large parts of the target audience(s).	PSAs are appropriate for reaching large parts of the target audience(s) but are unlikely to impact target audience behavior.	PSAs are inappropriate for reaching target audience(s) and are unlikely to impact target audience behavior.
	PSAs are interesting and creative.	PSAs are interesting but not creative.	PSAs lack creativity and interest.	PSAs are incomplete.
<b>Organization</b> How the information is put together in the PSAs <b>15 points</b>	Main points are logically sequenced and easy to follow with points building on each other.	Main points are logically sequenced and generally easy to follow.	Main points are logically sequenced but difficult to follow.	Main points are so difficult to follow that their logic cannot be determined.
<b>Communication</b> Ability to express oneself so as to be understood by others <b>15 points</b>	Ideas are expressed clearly in the audience's own language and are easy to understand.	Ideas are expressed clearly with only a few words being difficult to understand.	Both ideas and words require effort to understand.	Ideas are vague and elusive, and language is difficult to understand.
	PSAs are neat, grammatically correct, and error-free.	PSAs are neat but contain minor errors that do not detract from the overall message.	PSAs contain slight spelling or grammatical errors that are distracting.	PSAs are messy, with many errors in spelling and grammar.
	Visual aids support, focus, clarify, and reinforce information given.	Visual aids add some support to the information given.	Visual aids are related to the information given but do not clarify or reinforce it.	Visual aids detract from the information given, raising many questions.

## PSA Examples





**TEXT AND  
WHATEVER  
JUST  
DON'T  
TEXT  
AND**



**STOPTEXTSSTOPWRECKS.ORG**







## 1 in 7 children faces hunger.

There's more than enough food in America for every child who struggles with hunger. Help get kids the food they need by supporting Feeding America, the nationwide network of food banks. Together, we can solve hunger™. Join us at [FeedingAmerica.org](https://www.FeedingAmerica.org)

