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**BIG**

**BUSINESS**

**ETHICS**

**INVESTIGATIVE**

**RESEARCH & BLOGGING**

**ACTIVITY**

# **BIG** **BUSINESS** **ETHICS** **ACTIVITY**

**Investigative Research & Blogging**

*A Self Explanatory Assignment*

**By PATTY ANN**

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# YOUR ASSIGNMENT

You are an Investigative Journalist who follows big business crisis. You write a blog that reports how companies resolve critical consumer issues concerning defective, or problems with products.

Readers love your blogging style because of your astute observations of how crisis are handled—primarily, from an ethically responsible stand point. You cover challenging topics such as: Why you believe a crisis was managed, or mismanaged. How a company could have improved their handling of disasters. And, you provide unique insights, along with ideas and suggestions for coping with future misfortunes.

The focus and intention of your blog is slanted towards reporting the ethical practices of large organizations while managing a product crisis. Your job is to seek specific details from trusted sources that reveal what actions and rationale companies implemented to resolve an issue while under public scrutiny. And, of course your opinion counts and is expressed easily throughout your blog.

Your next assignment is to research and then blog about a past crisis. Included are numbered actions and some examples to help guide your reporting. These step actions are the facts and details you will be including in your blog story.

The following is an example of how to start identifying industries that have had a consumer crisis. And, the steps taken to construct a report for your blog. The end result will be your blog post that will be shared with your classmates and peers.

Enjoy the process and let your stellar writing skills show your personality of A+ ethics in action!

# ACTIVITY EXAMPLE

Investigative Reporter: Your Name

## 1 Select Your Industry to Investigate

*Examples—or Choose Your Own Industry:*

Automobiles	Food Products
Restaurant Chains	Cosmetics
Pharmaceuticals	Retail Stores
Technology	Media Industry

## 2 Choose One Business to Research Based on a Past Consumer Crisis

*Examples from Above Industries:*

Chevrolet	Front-line
McDonald's	Maybelline
Johnson & Johnson	Walmart
Dell	Nabisco

## 3 Pick One Company Product to Tag as a “Critical Consumer Issue”

Industry: Pharmaceuticals	Business: Johnson & Johnson	Product: Tylenol
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**Describe the Critical Consumer Issue.**

You can research this case study by using search words such as: Tylenol poison crisis 1982. Note: [Wikipedia](#) has a page covering this event.

Fill out the other questions for practice research for your case study of the Tylenol crisis. And NO! you cannot use this incident for your actual assignment. :)

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**Explain What Actions the Business Took to Solve this Consumer Issue.**

6

**Explain the Ethical Reasons for HOW/WHY the Business Reacted to Resolving this Issue.**

7

**Did this Business React Responsibly to Resolve the Consumer Crisis? Explain the Outcome.**

8

**What Business Ethics were Involved for Deciding on a Solution? What was the Public Outcome?**

9

**What Would YOU have Done Different to Resolve this Issue & Why?**

# WORKSHEET OUTLINE

1. Industry to Investigate: \_\_\_\_\_
2. Business Selected: \_\_\_\_\_
3. Target Consumer Product: \_\_\_\_\_
4. Consumer Issue/Crisis: \_\_\_\_\_
5. Business Crisis Resolution Actions: \_\_\_\_\_
6. Business Ethics Displayed: \_\_\_\_\_
7. Business Response / Rationale for Actions: \_\_\_\_\_
8. Business Ethics Outcomes: \_\_\_\_\_
9. Your Opinion / Other Ethical Suggestions:  
\_\_\_\_\_

# WRITE YOUR BLOG

Write a BLOG using the information you researched. Include the following requirements in your assignment:

Entice your readers. Create a catching TITLE for your blog post.

Include your NAME as the Journalist.

Write your STORY detailing your selected past business crisis. Bring your story to life using your unique ethical viewpoint. But that's NOT all! Before you turn in your story be sure to...

EDIT your BLOG! Not just using spell check! Proofread for punctuation, paragraph and sentence structure. Double read it for good measure!

TIGHTEN UP! Take out words/sentences that do not add value to the objectives of your report. Remember, blogs are short stories that reveal a precise, clear event. Target the blog size to no less than 500- and up to 1500 words.

SUBSTITUTE WEAK WORDS! A good blog delivers a great message. You want to keep your blog audience returning. So, scrutinize verbs and nouns and replace them with expressive, active words.

GIVE CREDIT to your references and resources. Good reporting verifies by cross reference checks. If you quote someone be sure to name them and/or the source. Credibility comes from accurate fact finding.

FOCUS on CLARITY! Shorter sentences and paragraphs helps digest information to be understood easier. Returns add space for readability.

Blog styles are flexible in that a writer can take liberties. Such as. One. Word. Sentences. If. It. Makes. Sense. Don't go too crazy as the point is to get your story read! >> Have FUN & ENJOY BLOGGING!

Thank YOU for Enjoying



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