

Sports and Entertainment Ethics

Name: _____

Read and answer the following ethical scenarios.

1. In your Sports and Entertainment Marketing class, there are several students who gather together to discuss the latest sports movies. You have watched a couple of the movies that are discussed, so you can occasionally add to the conversation. You would like to fit in more to their group, but you don't have the all the movies. You can get copies of the movies from one of the students who burns copies for a small price. Do you get into the group by paying a small price for the pirated movies?
2. Your busy schedule has kept you from really working on a history of basketball article for the school newspaper. It is due in two days, and you have only a rough outline of what you are going to write. You need this article to be good, to keep your sports and activities schedule from suffering. You need more supporting research. There is a web site that has "ready to use" sports history papers. In fact, you have found one that would work for your article. Your school newspaper sponsor is very busy with school business and doesn't always check the articles against online sources. Do you use the "canned article" to fit your schedule, or do you make room in your schedule to write it yourself?
3. Vick Michael is a well-known MLB all-star. Recently, his name was associated with a scandal involving selling fake baseball cards on the international market. Vick's major sponsor, Rawlings, is considering cancelling his endorsements because of pressure from a major retailer selling Rawlings baseball equipment. As a representative from Rawlings, should you cancel Vick's endorsement contract or loose your biggest retail client?
4. You have an opportunity for a Springfield Cardinals internship a respected minor league baseball team in the community. Part of your qualifications comes from a senior project that you worked on with several other students. Through the interview process, you discover that you are given credit for a key section of the project that really impressed the company. In fact, another member of your senior team, with little input from you, did that section. How do you proceed?
5. You are a valuable member of ticket sales staff the Peabody Opera House. You handle many of the cash box transactions, moving the daily cash between the ticket booth and the office, where it is held overnight. You remember that you needed to have cash to reserve your spot on the senior trip today, and your wallet is empty. You have the money at home, but forgot to pick it up this morning. You can't ask your friends because they don't carry that much cash, and no one is at your house to bring it over. You know how the money is moved around through ticket office, and could "borrow" the money from the cash box until tomorrow, and nobody would probably know. How do you proceed?

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