

Name: _____

Date: _____

Case Study

Ethics in Action

Jim is a marketing manager at a local car dealership, where he has been working for more than 40 years. Although he is nearing retirement, he loves his job and is passionate about marketing. He works regularly with Tiffany, a 29-year-old marketing manager at the company's dealership in the next city over. Tiffany just moved to the United States from Germany and while she speaks English fluently, she has a strong accent.

Together they brainstorm strategies for acquiring new customers, retaining existing customers, and how best to reach their target demographic. In one of their monthly meetings, Tiffany and Jim get into an argument about an upcoming marketing campaign for an annual sales event that will take place at both of their dealerships.

Tiffany is adamant that they should use social media to draw people in. Jim thinks that sending out direct mail is more effective. Jim dismisses Tiffany's ideas, citing that she isn't even 30 years old so how would she know how to market a sales event? Jim doesn't always understand Tiffany's accent so he discounts some of her statements with a wave of his hands. Tiffany views Jim's ideas as outdated and ineffective. She stands firm in her assertion that social media is where people go to find out what events are happening in the area. They both leave the meeting frustrated and no strategy is put in place for the campaign.



What went wrong here? What ethical considerations do you observe? What biases do Jim and Tiffany hold?

Answer in complete sentences.