

Ethics in a Global Context

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Lesson Plan #1 – Contestation of Ethics in a Global Context

- **Materials:** (a) a video, (b) a written lesson, (c) a case study, (d) a set of PowerPoint slides
- **Key concepts:** (a) problems in global ethics, (b) conceptualization of global ethics
- **Lessons:**
 - **Video:** <https://www.youtube.com/watch?v=vNaTv5-2PYU>
 - Showing the contestation between using a global standard of ethical practices and a local standard of ethical practices
 - **Class activity:** Students to be assigned a country and research the public relations landscape in the country prior to writing a code of ethics for a company of their choice in the country. Compare the code of ethics with the real one in the company's home country. Ask students to explain based on what principles and how they came up with the code of ethics.
 - **Problems in global ethics:** Going through the list of problems in the development of global ethics.
 - **New Zealand Vs. Israel:** Showing the study on different practitioners' approaches to ethics
 - **Approaches to global ethics:** Showing the two studies on how to conceptualize global ethics
 - **Class activity:** Students to read the case study and select a case of their choice in which global ethics is a problem.
- **Evaluations:** (a) 3 open-ended self-assessment questions (in the PowerPoint slides) and (b) 13 multiple-choice questions (in the set of final assessment questions)

Case: Mercedes in China