**SOCIETAL AND SOCIAL MARKETING**

**Learning Outcome 3: ACTIVITY 1**

**PAIRS ACTIVITY**

**Moral dilemmas**

Answer the questions in pairs and be prepared to report back to the whole class.

1. You are interviewing a product manager who just left a competitor’s employment for a post at your company. She says she would be more than happy to tell you all the competitor’s plans for the coming year. What do you do?
2. You have a chance to win a big account that will mean a lot to you and your company. The purchasing agent hints that a “gift” would influence the decision. Your assistant recommends sending the latest 3D HD television to the agent’s home. What do you do?
3. You are interviewing applicants for a sales job. The best qualified applicant is a woman but you know that some of your important customers prefer dealing with men, and you believe you will lose some sales if you hire her. What do you do?
4. You are a sales manager in an encyclopedia company. Your competitor’s salespeople are getting into homes by pretending to take a research survey. After they finish the survey, they switch to their sales pitch. This technique seems to be very effective. What do you do?