

Creating a Class Case Portfolio

Identify one area of professional interest that you plan to pursue after graduation, such as public relations, journalism, fundraising, etc. You will work with the professor to identify a professional code of ethics online and appropriate for this field.

You will write **two** ethics cases from your professional area. You may find the information for cases in news articles, trade publications, academic journals, and interviews from professionals working in the field. The ethics cases may include instances where ethical values were courageously upheld, where serious ethical lapses occurred, or where the right decision is hard to decipher. These may involve keeping promises, telling the truth, cross-cultural conflicts, secrets, privacy, and even the particular challenges with new media. This assignment comes at the beginning of the semester and will serve as a foundation throughout the term. Once your cases have been edited and revised, we will create a Blackboard class portfolio to use in reflection papers. **You will use a different case for each reflection paper so you will want to plan ahead.**

Sample cases are included on Blackboard as examples, and can be used in reflection papers. **Cases are about specific instances and not about general issues or problems.**

Your cases should provide facts including how and why ethical choices are made, along with justifications by major players where available. Do not include your own opinions in the case.

Case selection requirements:

- ? Cases must be based on real scenarios that have occurred **since 2002.**
- ? Again, you may find the information for cases in news articles, trade publications, academic journals, and interviews from professionals working in the field. You may draw from multiple sources to describe a single case.
- ? Client names may be changed if needed but source names must be included accurately.
- ? Do not use hypothetical cases, cases from your own experience, or cases based on the experience of immediate family members. Do not draw cases from your textbooks.
- ? Sources interviewed must have had first-hand knowledge of the case. Interviews with administrative assistants, ECU professors and instructors, and those who left the field since 2002 are not appropriate for this assignment

Writing requirements:

- ? Each case will run 2-3 pages in standard type, Times New Roman, 12-point, one-inch margin, double-spaced. You need to include enough appropriate detail so that you and your classmates can apply ethical theories later in reflection papers.
- ? Describe the facts of the case as you would a research paper or news story. Follow the chronological order of events.
- ? You may include a range of opinions about events in this case and draw from a number of sources, but do not include your own commentary. Do not use first person (I, we, our) or second person (you, one).
- ? **Paraphrase and cite articles and interviews. Do not use direct quotes. Your textbook is cannot be a cited source.**
- ? Include a title or headline and your name at the beginning of each case. **Include a works cited list or bibliography at the end of each case.**

Important Note on Grading: Because the entire class will be relying on these cases throughout the term, you must produce quality work. Half-done work not only hurts you but also others. Therefore, either cases meet the specifications described here or they do not. *Students will receive 50 points by completing two acceptable cases by the due date, 25 points for completing two cases by the class period after the due date, or zero points.* The professor is available to help you succeed, but it requires a time commitment beginning on the first day of class.

Reflection Papers

You will take a single case from your class case portfolio on Blackboard and apply to questions listed in your syllabus. Writing requirements:

- ? Each reflection paper will run 2-3 pages in standard type, Times New Roman, 12-point, one-inch margin, double-spaced.
- ? Put your name and a case name at the top of your paper.
- ? Summarize the relevant ethical questions of the case in no more than a paragraph. Please do not restate the entire case.
- ? Assert your arguments and offer your best analysis without using first or second person. You may paraphrase from the portfolio and text as needed. **Do not use direct quotes.**
- ? You certainly may discuss the case with classmates but please write your own paper.

Grading will be based on the Writing Expectations outlined later in the syllabus. Most important: Make sure you answer all parts of the question asked. **Reflection papers take the place of a research paper; therefore expectations for quality writing and analysis are high.**

