Ethics



Using the top paragraph as background for the "situation review" quadrant of the Potter Box, complete the other three quadrants of the Box in at least 25 lines of copy for "the two competing values at stake," "application of at least two moral philosophies," and "choosing loyalties."

Here's the situation:

You are the president of an all Hispanic high school and you are having severe budget problems. Hiram Walker, Coors and Heinekin each have approached you with an offer of $10 million for your school if you allow their advertising on the school grounds. What is your response? Accept or reject? Accept with conditions? What?