# 252216 FORMATIVE ASSESSMENT

### Formative Assessment 1

#### In Your Groups

Study the handouts of the Codes of conduct from your Facilitator. Obtain a copy of your organisations own code of conduct.

* Sample Code of Conduct
* Public Servants Code of Conduct

### Formative Assessment 2

#### In Your Groups

After studying your organisational documents, answer the following questions:

What is the general purpose of the code of conduct for your organisation?

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What are the basic principles of the code of conduct, in relation to the common practice?

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What is the relationship between a code of conduct and successful marketing in terms of its impact on business behaviour?

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Give five examples of acceptable and un-acceptable behaviour in accordance with your organisations’ code of conduct

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What remedial actions do you suggest for deviations from the organisational code of conduct?

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### Formative Assessment 3

#### In Your Groups

In your groups, you are required to brainstorm and compile a basic set of Ethical Values and Norms for your marketing organisation/department.

Make use of the guidelines which were given to you in the information above and then compile your set, in accordance with the line of marketing you are in currently.

Once completed, you will be required to present this to the rest of the class and allow for explanations.