**Week 6: Assignment**

In each week, the learning assignment is designed to demonstrate your competence with the Terminal Course Objectives of the course. Prior to working on the assignment, you should read through the week’s chapters and lecture.

Clearly identify your work with your name, the date, the week number, and the assignment name, and upload work to the Dropbox.

The questions are designed to probe the higher levels of thinking and learning such as analyzing, evaluating and creating, and so there often are no correct answers. Instead of focusing and who wins or loses the case, you should analyze, evaluate and create alternative solutions to the various issues presented while arguing and debating the connections between business, law, politics and ethics.

**Terminal Course Objective: F, G**

**Video Case Study: Consumer Protection and Product Safety—Vitamin Water Advertising Claims**

<http://media.pearsoncmg.com/ph/streaming/bp/2013/business_law/BLaw2013_Cons_Prot.html>

**Watch the video case study and then write a one- to two-page reflective paper (double spaced) on the following questions while discussing the connections between business, law, politics and ethics.**

1. According to the video, Coca Cola advertises that Vitamin Water will give people protection similar to exercise or flu shots. Discuss whether this is deceptive advertising or mere promotion.

2. Vitamin Water responds to the claim by stating that the ingredients are clearly on the label. Discuss whether manufacturers have any duty to warn the public about their products or whether the law should adopt the idea of “buyer beware” so that consumers read the labels.

3. Near the end of the video clip, the health and medical editor states that washing hands and drinking water will keep one healthier than most of the health products on the market. Should Congress or the states be more assertive about regulating products based on health issues or is that too much like big brother watching?

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Submit your assignment to the Dropbox.