Module 1: Lesson 4 Case #1 ETHICS.  Purpose of this assignment: To help you think through and better understand the challenge of Ethics in the Promotion Industry, especially in the Selling environment. Business ethics has overall tenants and constructs, but each individual situation and application of ethical/moral/legal issues must be considered on an individual, case-by-case basis. You will find it is not always black and white, but rather shades of grey. Assignment Instructions: At the end of this paragraph, you will find a link to a case history entitled "Dilemma of Kelly Meyers". After reading and reflecting on this case, please answer the questions at the end of the case in a Word document, minimum of 2 pages, single-spaced, and submit it to this Canvas assignment. Read and follow along with the presentation describing the case "Dilemma of Kelly Meyers". There are 14 slides in this presentation. After viewing the entire presentation you will then answer the questions found on page 7 of the slide deck and submit your answers to Canvas as stated above. "Dilemma of Kelly Meyers": Background information provided by the professor for this case study (Links to an external site.). Final Comments about Individual Weekly Assignment Submissions: Your answer should be a minimum of four paragraphs, single-spaced. Proofread your work before you submit; it only takes a minute or two and will almost always save you point deductions. Once you are comfortable with the final document, save your final work as a Word document (.doc). Do not save as a .pages or .pdf file, nor provide a link to the Google Doc (which is only to be used to create a working draft, not submitted to the instructor). Alternatively, you can copy and paste your final work into the Canvas textbox, but proper formatting and any numbering needs to be maintained for gradability. Again, the concepts are from Chapter 6 in your PROMO 2 textbook.