

## 2005 Bateman Case Study Competition

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### Cover Letter

November 30, 2004

Dear Bateman Team:

On behalf of the Public Relations Student Society of America, I would like to thank you for participating in the 2005 Bateman Case Study Competition and compliment you on your eagerness to take on this very significant and challenging project.

As you have seen in the proposal, we are asking you to research and plan, conduct and evaluate an ethics campaign to support the honor code on your campus and those groups responsible for it. This effort will help students understand and appreciate the importance of developing ethical behaviors in their studies and future careers. Include an explanation of why cheating and plagiarism are sometimes resorted to in class work and why such behavior is often accepted by students - even those who do not cheat.

We are attaching a list of the 2004 Chapter Ethics Officers of PRSA and its Chapters. Please feel free to contact them - particularly the officer associated with your sponsoring PRSA Chapter - for questions and guidance as you work on the case problem. You may also access information on our Web site at [www.prssa.org](http://www.prssa.org) and PRSA's Web site at [www.prsa.org](http://www.prsa.org). The latter, as well as the PRSA One Source Directory (your Faculty Adviser has a copy) have information about PRSA's Ethics Code and its commitment to ethics.

Much is also being reported in the media about the erosion of ethical behavior on college campuses. In addition, you may wish to explore the implications which ethical performance by students have on future employers and society-at-large.

Note that your campaign should be structured to support the specific situation and efforts on your own campus to reinforce ethical behavior by fellow students.

If you have further questions regarding the competition, please call me at 212-460-1466, or e-mail [heidi.plumb@prsa.org](mailto:heidi.plumb@prsa.org).

I look forward to seeing the outstanding work which you will submit. Thank you again, and best of luck!

Sincerely,

Jeneen Garcia  
Director of Education

[PRSA 2004 Chapter Ethics Officers](#)