



Online Ethics Center  
FOR ENGINEERING AND SCIENCE

# Advertising: Calendars & Pencils (adapted from NSPE Case No. 78-8)

## Year

1999

## Description

This is an open-ended scenario for discussion based on a case from the NSPE Board of Ethical Review. It questions the ethics of offering advertising or gifts to potential and current clients.

## Body

Story 1 --- Austin is a principal of a consulting engineering firm. He wants to purchase and distribute gifts to clients and prospective clients. After having researched many products, Austin proposes two possibilities. One suggestion is to purchase and distribute wall calendars in the fall of the year. On each page of the calendar will be printed: Austin & Associates, Consulting Engineers, 1234 Main Street, Capital City, Ohio, Phone 123-456-7890. The other suggestion is to purchase and distribute pencils to present to potential clients. On each pencil will be inscribed: Austin & Associates Research & Development Company, Capital City, Ohio.

How would you respond to his suggestions?

[NSPE Code of Ethics](#) An earlier version may have been used in this case.

## Notes

See the original NSPE case at: [Advertising of Company - Case No. 78-8](#).

## **Rights**

Use of Materials on the OEC

## **Resource Type**

Case Study / Scenario

## **Parent Collection**

Professional Ethics in Engineering Practice: Discussion Cases Based on NSPE BER Cases

## **Topics**

Bribery and Extortion

Corruption

Workplace Ethics

## **Discipline(s)**

Engineering

## **Publisher**

Online Ethics Center

Authoring Institution

National Society of Professional Engineers (NSPE)