

Introduction to marketing: business and society portfolio assignment

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Go to the EPA Web site and learn about one of the environmental laws that may affect businesses. Explain the law and how it might affect a business.

(1-4 sentences. 3 points) Answer: The Clean Water Act (CAW) establishes the structure for regulating the discharge of pollutants into the water within the United States. It also regulates the quality standards for our United States surface waters. The Clean Water Act has made it unlawful to discharge any form of pollutant from any point source into the navigable waters, unless you obtain a permit.

With this said; any business is unable to dispose Of any pollutants their business may need to discharge in the waters of the United States. 5.

Choose a popular franchise, and visit the company's Web site to learn about its franchising policies. List at least three things you learned, such as costs franchisees must pay, or other rules or requirements. (1-3 sentences. 3 points) TIP: popular franchises include , , Dunking' , Cold Stone , , Days , Great , Molly , and many more.

Answer: The initial franchise fee is \$15, 000. The Subway franchisees pay 12. 5% every week; 8% goes towards the franchise's royalties and 4. 5% goes towards advertising. 6. Describe a real or made up example of a contract that includes consideration. (1-5 sentences. 2 points) Answer: Consideration of a contract is when parties agree within the contract and exchange agreement as described in the contract. 7. Describe a real or made up example of the tort of interference. (1-5 sentences. Points) Answer: An

example of tort of interference is when an individual uses any arm of a wrongful act to come in between two or more parties' contract of mutuality.