

Social Media Toolkit - Welcome!

Thank you for supporting the "Ethics in Engineering: Stories About Epic Engineering Fails" course!

In this toolkit, you will find messaging from the "Ethics in Engineering: Stories About Epic Engineering Fails" landing page, the course logo, and sample social media posts that you are welcome to share through your channels.

Please contact us at ai-marketing@umich.edu if you have any questions or ideas for additional opportunities to collaborate in support of this course.

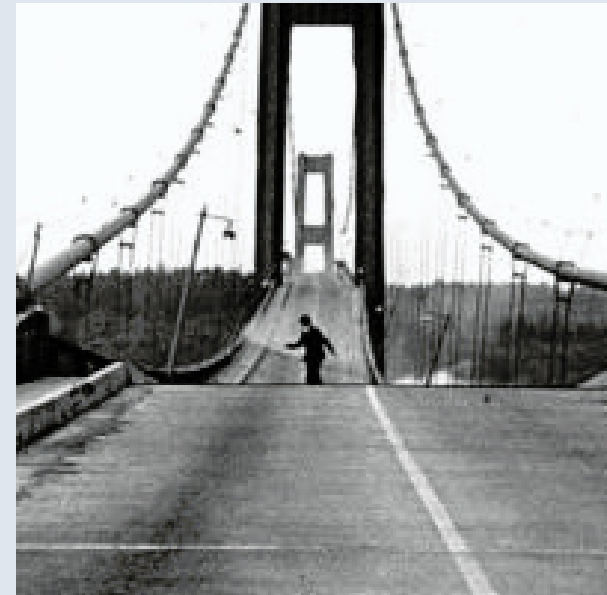
Social Media Toolkit - About

Course Description

On this four-week course, you'll examine different historical case studies and understand how they led to classic engineering failures. Though each case is unique and has a distinct context, they all share common themes; a backstory, a disastrous event, a post-event with ramifications, and outcomes.

For each case, you'll watch and hear video lectures and explore foundational literature. You'll also have the opportunity to discuss the case in detail and check your knowledge through quizzes and reflections on your understanding of the case. This format will help you develop a working knowledge of ethical foundations.

Course Image



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Short URL: <https://myumi.ch/P6yge>

Recommended Hashtags:

#EngineeringEthics

#Engineering

#Ethics

Engineers make important ethical decisions on a daily basis.

Explore foundational ethical models and unique case studies in engineering ethics with Dr. David Chesney, lecturer at U-M College of Engineering in the “Ethics in Engineering: Stories About Epic Engineering Fails” course.

Get started at <https://myumi.ch/P6yge>.

Recommended Content: Intro to Ethics in Engineering Intro Video

Have you ever wondered what caused the VW emissions scandal or the failure of the Ariane 5 rocket launch?

Join Dr. David Chesney, lecturer at U-M College of Engineering and a former engineer at General Motors, to learn about the underlying causes of famous engineering failures in the “Ethics in Engineering: Stories About Epic Engineering Fails” course.

Get started at <https://myumi.ch/P6yge>.

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Technological advancements in engineering are leading to massive opportunities, but they are not without risk.

Examine case studies of famous engineering failures and what was learned from them in the “Ethics in Engineering: Stories About Epic Engineering Fails” course.

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