

**Sustainability Education Utilizing Bloom's Taxonomy and *The True Cost* Documentary Film:
Have We Gone Too Far In Social Responsibility Teaching?**

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Abstract

This article introduces an innovative reflection assignment and assessment method using Bloom's Taxonomy of Educational Objectives, a cue-questions methodology that examines critical thinking skills of students in retail marketing regarding human, environmental and economic issues. The application of this practitioner tool was used to prompt and assess students' critical reflection of the documentary film, *The True Cost*. Utilizing questions derived from Bloom's Taxonomy in the assignment drives students to understand, analyze and evaluate to address an argument and to see its strengths and flaws. In our ethically-challenged world, critical thinking is one of the keys to developing innovative solutions to the issues facing the business environment. This critical thinking starts with asking and answering fundamental questions. Exposure to facts and biases need to be explored to evolve as a scholar.