

MKT3200 Ethics and Social Responsibility in Marketing

Code

MKT3200

Title

Ethics and Social Responsibility in Marketing

Prerequisites

MKT1201

Credits

2

Description

Ethics and CSR in Marketing is an advanced course designed for students with marketing major, which explores issues relevant to ethical decision making. This course addresses the challenges and leadership requirements in developing and implementing ethical business strategies. Just preventing unethical conduct is not the purpose of this course. There is adequate research-based evidence that developing an ethical culture in an organization contributes to employee commitment, customer satisfaction, successful stakeholder relationships, and improved profit/shareholder value. Business ethics is not a cost but a benefit that contributes to organizational success. Through readings, cases, and debate issues, we will address specific marketing ethics concerns. Most of these issues affect the reputation and success of the entire firm. The objective is to help identify risks associated with ethical decisions and how to address those risks in the context of an organization. As a manager, there is a need to identify and address ethical risks to avoid or minimize misconduct. The course will be interactive and challenges you to apply what you learn through a variety of in-class exercises.

Objectives

Ethics and CSR in Marketing/Managerial Ethics introduces students to state-of-the-art research and practice in the field. Classes emphasize 1) discussion of the field's most current ethical concepts, principles, and theories, and 2) application of ethics, CSR and sustainability concepts to actual business situations through case analysis, assignments and field projects. Students will be able to: Provide a descriptive understanding of how ethical decision making occurs in an organization. Provide knowledge and exercises to understand the responsibilities of ethical leadership. Experience real business ethics decisions through cases, simulations, debates, and other classroom activities.

Assessment

60 % -first and second assessments

40 % -final assessment

Tentative course outline

Week1

"Course introduction. Team building activity. Introduction to ethics in marketing"

Week2

"The importance of ethics in marketing Ethical Reasoning and Marketing Decisions"

Week3

CSR and Sustainability

Week4

CSR and Sustainability

Week5

Marketing to young and vulnerable consumer groups

Week6

Product Management Ethics

Week7

"Ethical Issues in Pricing Midterm Exam 1 "

Week8

Ethical Issues in Marketing Relationships. Distribution & E-commerce

Week9

"Ethical Issues in Marketing Communications. Promotion of harmful products.

Week10

"Intellectual Property. Consumer Protection Rights"

Week11

Ethical Consumption.

Week12

Tourism, Heritage, Cultural, Arts and Cause related marketing

Week13

Project Presentations: teams 1&2, 3&4,

Week14

"Project Presentations: teams 5&6 Course Overview."

Week15

Final Exam