Course Description

This course will explore the fundamental concepts and practical applications of marketing ethics. The global ethical environment of market exchanges has remained a constant issue in terms of both strategic and short-range marketing activities. In addition, ethical standards and institutional relations will be assessed from the perspective of various social science elements including: culture, religion, society, ethnic distinction, socio-economic factors, and language. 3 sh. 3 cr.

Prerequisites- MKT 310 Principles of Marketing

COURSE RATIONALE

Marketing ethics has become a mainstream focal point of business strategy. Even non-business organizations have begun to evaluate their programs in terms of ethics. Studying this all-important phenomenon will be essential for business students in preparing for their future institutional roles.

Ethical issues are centered within the concept of CONSUMERISM. Students will learn that both consumer and marketers are intertwined within the complexities of delivering satisfaction while maintaining institutional performance. To this end, the fundamental question posed to students will be how to effectively measure marketing institutional performance in terms of products and services, pricing schemes, promotion and logistic, all within the demands of ethical standards and practices. The final challenge for students will be to gain an appreciation for a market-driven firm that considers ethics to play a significant role in determining its success.

COURSE OBJECTIVE

Upon completion of this course the student will be able to:

1- Define the fundamentals concepts of marketing ethics.
2- Develop practical applications for the conduct & character of marketing in society.
3- Understand the ethical environment of marketing exchanges.
4- Identify various social science elements within marketing ethics and the roles that they play.
5- Gain an appreciation for the critical ethical challenges for business-to-consumer relations.
6- Apply a sound business model towards the ethical dilemmas within business-to-business situations.
7- Learn the ethical obstacles facing most marketing manager’s thinking process and decision-making.
8- Understand what it means to be a consumer/customer of modern-day marketing and how one might react or respond to various ethically sensitive programs and policies of marketing.
9- Appreciate the trade-offs and challenges of marketing activities as its managers attempt to meet profit goals while also meeting levels of acceptable good corporate citizenry.
10- Gain an appreciation for business marketing and ethical issues in which there may not exist precedent, formula, rules, and/or no direct guidance.
11- Learn and apply case study skills in discussions, presentations and papers will comprise the in-class responsibilities of the student.
12- Develop skill in strategic and operational policy formulation as well as an understanding of the plight of the consumer.
13- Gain a deep appreciation for the fact that many market-driven organizational problems along ethical and moral lines are avoidable.

COURSE OUTLINE

I. Introduction of ethics in marketing
   A. Theory and concepts of ethics (Utilitarian, Kantian Ethics, Normative Ethics)
   B. The theory of morality
   C. The rule of conscience
   D. Objectivity and beliefs
   E. Institutional ethical standards

II. Analyzing the marketing environment
   A. The roles of marketing in organizations and society
   B. The value of marketing in your life
   C. Marketing’s role in discrimination and diversity

III. Introduction to case study analysis
   A. Critical thinking in analyzing marketing ethics
   B. Situational analysis
   C. Problem solving
   D. Solutions and recommendations

IV. Ethical considerations in building customer satisfaction, quality, service, and value
   A. Laying the ethical groundwork for market-oriented strategic planning
   B. Managing ethical issues with the product-consumerism relationship
C. Achieving ethical returns from retailing, channeling and distribution
D. Designing Ethical Promotion Mix Strategies
E. Designing Ethical Pricing Strategies

V. Ethical issues in international marketing
   A. Universals, relativism, and bribery
   B. Human rights for consumers amongst multinational organizations
   C. Global corporate citizenry

VI. Ethics in the next millennium
   A. Ethics and the Internet
   B. New standards and rules of a merging global society
   C. Change dynamics of mega market institutions and their ethical standards

CLASS PARTICIPATION POINTS: Points will be earned through active participation in class discussions during lectures but primarily through presentation of MARKETING RESEARCH articles.

ARTICLE PRESENTATIONS: 1- You must introduce yourself then the title and author of the article; 2- Present a summary of the article (you may read only quotable quotes, facts and figures); 3- Present how (w/ citation) the article ties in with the textbook; and 4- Offer a summary of the article with a look towards the future (5 years out). Following all 4 elements will enable you to receive a max score.

GRADING:
Grading Criteria: Class attendance and participation are critically important. Even though you may be absent from time-to-time, any and all assignments are still due as originally scheduled in this syllabus, no exceptions. There are no make-ups for the exams. Class absence during any group presentation will be penalized by -30pts. Per Absence.

Grade points are final and re-submissions to increase the points will not be allowed. Late written assignments will be penalized by 50% and no assignments will be accepted after one week beyond due date. There are no make-ups for group presentations.

Points and Grading

<table>
<thead>
<tr>
<th>Graded Course Requirements</th>
<th>Point Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Grp./Individ. Presentation</td>
<td>50</td>
</tr>
<tr>
<td>2nd Grp./Individ. Presentation</td>
<td>75</td>
</tr>
<tr>
<td>3rd Grp./Individ. Presentation</td>
<td>100</td>
</tr>
<tr>
<td>4th Grp./Individ. Presentation</td>
<td>150</td>
</tr>
<tr>
<td>FINAL EXAM</td>
<td>125</td>
</tr>
</tbody>
</table>

Grading Scale
A = 500-600pts.
B = 425-499pts.
C = 300-424pts.
D = 250-299pts.
F = 0-249pts.
<table>
<thead>
<tr>
<th>CLASS PARTICIPATION</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Possible Points</td>
<td>600</td>
</tr>
</tbody>
</table>