

MARKETING ETHICS

Course Syllabus

1. General Information

Course name: **Marketing ethics**

Course code: MAR

Number of credits: 3

Faculty: Marketing

Instructor 1: Msc. Nguyen Bao Ngoc Email: ngocnb@ptit.edu.vn

Instructor 2: Msc. Nguyen Thi Thanh Mai; Email: maittt@ptit.edu.vn

2. Objectives

The aim of this unit is to provide learners a strong theoretical background in marketing ethics along with a practical understanding of how ethics affect on business marketing strategies.

3. Abstract

Many of the critical issues facing modern businesses can be considered marketing ethics issues. It follows that as the field of business ethics has evolved, marketing has played a key role in the development of business ethics. Ethical marketing refers to a marketer's responsibility to ensure all marketing activities adhere to core ethics principles, including integrity, humility, and honesty — both internally, and externally. Social ethic marketing has become a new strategy in the development of an organization currently. After progressing through this unit, learners are able to build up their understanding of marketing ethics, which they can use to build an ethical marketing strategy.

The unit provide learners the nature and scope of marketing ethics and how objects make an ethical decision. It also explains the roots of ethics which are considered as ethical philosophies. Learners will understand the conceptual foundations of marketing ethics and recognize their knowledge in industries. Importantly, some ethical issues in marketing are core components in this unit. In details, this unit covers ethical concerns in some different approaches. Learners will be introduced to the theory, as well as the practice, that is fundamental to understanding ethical issues in business and how to overcome.

4. Teaching and learning methods

Lectures: 34h

In class discussion & practice: 10h

Individual reading: 1h

5. Prerequisites

Principles of marketing

6. Learning Outcomes

On successful completion of this unit a student will:

- 1) Understand the key conceptual foundations of marketing ethics
- 2) Understand elements influencing on ethical decision making
- 3) Understand marketing ethic typologies
- 4) Understand the ethical issues in marketing

7. Assessment Criteria

Learning outcomes On successful completion of this unit a student will:	Assessment criteria for pass the student can:
LO1. Understand the key conceptual foundations of marketing ethics	1.1 Understand the nature and scope of marketing ethics 1.2 Understand the importance of marketing ethics 1.3 Understand how individual and situations influences on ethical decision making 1.4 Understand ethical philosophies
LO2. Understand elements influencing on ethical decision making	2.1 Understand the role of organizational culture in ethical decision making 2.2 Understand the role of employees in ethical decision making 2.3 Understand the role of corporate governance, accounting and finance in ethical decision making 2.4 Understand the role of consumers in ethical decision making
LO3 Understand marketing ethic typologies	3.1 Understand CSR as a framework of marketing ethics 3.2 Understand environmental sustainability as a framework of marketing ethics
LO4. Understand the ethical issues in marketing	4.1. Understand ethical concerns on products 4.2. Understand ethical concerns on promotion 4.3. Understand ethical concerns on marketing relationships 4.4. Understand ethical issues in social marketing

8. Outlines

Chapter 1. The foundation of Marketing ethics

- 1.1. The nature and scope of marketing ethics
- 1.2. Marketing and its ethical criticism
- 1.3. Individual and situations influences on ethical decision making
- 1.4. Ethical philosophies

Chapter 2. Ethical decision making and its elements

- 2.1 The role of organizational culture in ethical decision making
- 2.2 The role of employees in ethical decision making

2.3 The role of corporate governance in ethical decision making

2.4 The role of consumers in ethical decision making

Chapter 3. Marketing ethics and its typologies

3.1 Corporate social responsibility (CSR)

3.2 Environmental sustainability

Chapter 4. Ethical issues in Marketing

4.1. Ethical concerns on products

4.2. Understand ethical concerns on promotion

4.3. Understand ethical concerns on marketing relationships

4.4. Understand ethical issues in social marketing

9. Required Textbooks

Lynne Eagle. &. Stephan Dahl (2016). Marketing ethics and Society. SAGE Publications

10. Suggested Textbooks

11. Schedule

Slot number	Main contents	Specific contents and activities	Student's tasks before and after class
1	Chapter 1. The foundation of Marketing ethics	<ul style="list-style-type: none">• Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria• The nature and scope of marketing ethics<ul style="list-style-type: none">- The concept of Marketing ethics- Marketing ethics as ethical decision making- Marketing ethics and other related terms: personal integrity, social responsibility, law <p><u>Activity:</u> Distinguish ethics and other related terms</p>	<p>Before class:</p> <ul style="list-style-type: none">• Reading the course's syllabus• Reading Chapter 1, MARKETING ETHICS AND SOCIETY, p.1-18
2	Chapter 1. The foundation of Marketing ethics	<ul style="list-style-type: none">• Criticisms of Marketing<ul style="list-style-type: none">- Major generic criticism of marketing- The responsibility of business- Marketing strategies and	<p>Before class:</p> <ul style="list-style-type: none">• Reading Chapter 2, MARKETING ETHICS AND SOCIETY, p29-45

		<p>tactics</p> <p><u>Activity:</u></p> <p>Discuss "Do you think marketing is ethical or unethical?"</p>	
3	<p>Chapter 1.</p> <p>The foundation of Marketing ethics</p>	<ul style="list-style-type: none"> • Ethical decision making: Personal and Professional contexts - What is an ethical decision? - Models of ethical decision making <p><u>Activity:</u></p> <p>Discuss "Why Do “Good” People Engage in “Bad” Acts?"</p>	<p>Before class:</p> <ul style="list-style-type: none"> ▪ Reading Chapter 4, Business ethics
4	<p>Chapter 1.</p> <p>The foundation of Marketing ethics</p>	<ul style="list-style-type: none"> • Ethic philosophies: - Ethical frameworks: Consequences, principles and character - Types of ethical philosophies <p><u>Activity:</u></p> <p>Discuss "Should business decisions violate the humanity of a person or not?"</p>	<p>Before Class:</p> <ul style="list-style-type: none"> ▪ Reading Chapter 3, MARKETING ETHICS AND SOCIETY
5	<p>Chapter 1.</p> <p>The foundation of Marketing ethics</p>	<ul style="list-style-type: none"> • Ethic philosophies (cont.): - Ethical frameworks: Consequences, principles and character - Types of ethical philosophies <p><u>Activity:</u> Read a case study and Q&A</p>	
6	<p>Chapter 2. Ethical decision making and its elements</p>	<ul style="list-style-type: none"> • The Corporate culture: - What is corporate culture - Culture and ethics - Compliance and value-based cultures - Building a Values-based corporate culture <p><u>Activity:</u> Discuss a case study.</p>	
7	<p>Chapter 2. Ethical decision making and its elements</p>	<ul style="list-style-type: none"> • Ethical decision making: Employer responsibilities and employee rights - Ethical issues in workplace - Defining the parameters of the employment relationship - Rights and responsibilities in conflict: discrimination, diversity and affirmative action <p><u>Activity:</u> Discuss a case study</p>	<p>Before class:</p> <ul style="list-style-type: none"> ▪ Reading chapter 7, Business ethics (2016)

8	Chapter 2. Ethical decision making and its elements	<ul style="list-style-type: none"> • Governance, regulation and MARKETING ETHICS - Ethical issues in the relationship between business and government - Globalization and business-government relations - Government, business and sustainability <p><u>Suggested activity:</u> Discuss a case study related to governance, regulation and marketing ethics</p>	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Chapter 6, MARKETING ETHICS AND SOCIETY, p.182-219
9	Chapter 2. Ethical decision making and its elements	<ul style="list-style-type: none"> • Consumer and MARKETING ETHICS: - Ethical issues, marketing and the consumer - Globalization and consumers: the ethical challenges of the global marketing place <p><u>Suggested activity:</u> Discuss a case study related to consumer ethics</p>	<p>Before class:</p> <ul style="list-style-type: none"> • Read Chapter 7, MARKETING ETHICS AND SOCIETY, p.220-263
10	Mid-term test	<ul style="list-style-type: none"> • On-class test 	
11	Chapter 3. Marketing ethics and its typologies	<ul style="list-style-type: none"> • Corporate Social Responsibility - Ethics and Social responsibility - Models of CRS <p><u>Activity:</u> Discuss a real senario with the CRS strategy (E.g: Gucci, Lush)</p>	
12	Chapter 3. Marketing ethics and its typologies	<ul style="list-style-type: none"> • Corporate Social Responsibility (cont.) - Ethics and Social responsibility - Models of CRS <p><u>Activity:</u> Discuss: "Does Good ethics mean good business?"</p>	
13	Chapter 3. Marketing ethics and its typologies	<ul style="list-style-type: none"> • Business and Environmental Sustainability - Business ethics and environmental values - Business's Environmental responsibility approaches <p><u>Activity:</u> Give examples of environmental sustainability in Vietnam</p>	
14	Chapter 3. Marketing ethics and its typologies	<ul style="list-style-type: none"> • Business and Environmental Sustainability - Business ethics and environmental values 	<p>Before class:</p> <p>Reading prepared papers</p>

		<ul style="list-style-type: none"> - Business's Environmental responsibility approaches <p><i>Suggested activity:</i> Discuss a senario with business and enviromental susbtainability strategy.</p>	
15	Chapter 4. Ethical issues in Marketing	<ul style="list-style-type: none"> • Ethical concerns on marketing relationships <ul style="list-style-type: none"> - Marketing relationships and relationship marketing - Retailing and personal selling - Ethical issues in specific sales sectors 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Chapter 4, MARKETING ETHICS AND SOCIETY, p,75-90
16	Chapter 4. Ethical issues in Marketing	<ul style="list-style-type: none"> • Ethical concerns on products <ul style="list-style-type: none"> - Marketing: An Ethical Framework - Responsibility for Products: Safety and Liability - Responsibility for Products: Advertising and Sales <p><i>Suggested activity:</i> Give examples of ethics issues on production</p>	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Chapter 9, MARKETING ETHICS AND SOCIETY, p.189-201
17	Chapter 4. Ethical issues in Marketing	<ul style="list-style-type: none"> • Ethical concerns on products (cont.): <ul style="list-style-type: none"> - Marketing: An Ethical Framework - Responsibility for Products: Safety and Liability - Responsibility for Products: Advertising and Sales <p><i>Suggested activity:</i> Discuss a case study which has the ethical issues on products (E.G: Cocacola...)</p>	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Chapter 10, MARKETING ETHICS AND SOCIETY, p.208-225
18	Chapter 4. Ethical issues in Marketing	<ul style="list-style-type: none"> • Ethical concerns on advertising and promotion: <ul style="list-style-type: none"> - Social media as data sources - Traditional uses of new media channels - Sharing economy <p><i>Acitivities:</i> Discuss: How do you think about the influences of Internet media on marketing ethics? Give examples.</p>	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Chapter 5, MARKETING ETHICS AND SOCIETY, p.100-112
19	Chapter 4.	<ul style="list-style-type: none"> • Ethical concerns on advertising and promotion (cont.) 	<p>Before class:</p>

	Ethical issues in Marketing	<ul style="list-style-type: none"> - Nontraditional media forms - Media literacy - Other vulnerable groups <p><u>Suggested activity:</u> Discuss "How does some vulnerable groups affect on marketing strategies on ethical perspective?"</p>	<ul style="list-style-type: none"> • Reading Chapter 7, MARKETING ETHICS AND SOCIETY, p.141-152
20	Chapter 4. Ethical issues in Marketing	<ul style="list-style-type: none"> • Ethics in social marketing: <ul style="list-style-type: none"> - The nature and scope of marketing - Current social marketing focus - Code of ethics or other resources to aid social marketing practice <p><u>Suggested activity:</u> Give an example of social marketing in Vietnam</p>	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Chapter 11, MARKETING ETHICS AND SOCIETY, p.235-255
21	Special discussion session	Choose a practical consumption and discuss about this on ethical perspective.	
22	General review session	<ul style="list-style-type: none"> • Review the course • Q&A 	<p>After class:</p> <ul style="list-style-type: none"> • Prepare for the final test

12. Grading Policy

	Assignment	Importance
1	Class participation/In class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The student must not be absent more than 20% of total scheduled learning slots.

Midterm exam

In the 10th slot, students will be given a case study/a scenario with some relevance to the marketing ethics topics being discussed, and be asked to discuss or explain their point of view in a limited amount of class time

Group Assignment

This assignment encourages students to apply knowledge and develop skills in marketing ethics in a real case in order to become familiar with the reality of marketing ethics activities. The group research assignment requires student to work with other members in an assigned group to analyze a real business/firm in the ethical perspective. Learners will choose or be assigned a scenario/a

real firm and a group (4-5 members). The main tasks should be: *(1) analysing the ethical strategy of business; (2) analyse the relationship between the business's strategy and its marketing activities*. As a result of the group project, each group must deliver a report and present on class. Due to the time limitation, only 3-4 groups are chosen to present in class on the 20th, 21st slots. The oral presentation of each group must be no longer than 15 minutes.

Final exam

The final exam consists of from two to three essay questions that might be related to any topic related to marketing ethics in the course.

