

## **COURSE SPECIFICATION DOCUMENT**

|                                    |  |
|------------------------------------|--|
| <b>Academic School/Department:</b> | Richmond Business School   |
| <b>Programme:</b>                  | Master of Business<br>AdministrationMA in Luxury<br>Brand Management<br>MA Advertising & Puboic<br>Relations |
| <b>FHEQ Level:</b>                 | 7  |
| <b>Course Title:</b>               | Marketing and Ethics   |
| <b>Course Code:</b>                | MKT 7120   |
| <b>Total Hours:</b>                | 200  |
| Timetabled Hours:                  | 39   |
| Guided Learning Hours:             | 21   |
| Independent Learning Hours:        | 140  |
| <b>Credits:</b>                    | 20 UK CATS credits<br>10 ECTS credits<br>4 US credits  |

### **Course Description:**

In the recent management studies the roles and responsibilities of marketing in society attracted much attention and brought the attention of practitioners and academics to a range of current topics such as fair trade, social behaviour, ethics and sustainability.

Managers around the world have been challenged to integrate the sustainability and ethical concerns into their field of business and in many cases have to negotiate such integrations. Of course, the degree of consideration for ethics, sustainability and fair-trade in a business would be dependable on the different styles and approaches to management and negotiation. There are studies which suggest consideration for sustainability and ethics in a business varies across different industries and regions but more importantly, cultural differences and different management styles have been suggested as stronger drivers of such differences.

Ethical Marketing and Sustainable Business Course is looking into variety of ethical decision-making frameworks, influencing factors and changes toward the sustainability in the global supply chain. Such understanding won't be possible without a great insight toward how people and business relations are managed and the study of the critical success factors of managers and negotiators in the markets. Sustainability and ethical in business world does not go forward

without management negotiation and their effort to integrate such movements into their businesses.

**Prerequisites:**

N/A

**Aims and Objectives:**

The course aims to provide a deep and systematic understanding of a variety of ethical and managerial decision-making frameworks by examining moral behavior across various cultures, influencing factors and ways of responding. Student during this course should develop specific knowledge of changes toward the sustainability in the global supply chain. This course identifies the main social criticisms to marketing and business management and defines consumerism and environmentalism and explains how they influence marketing and management strategies.

Also, this course describes socially responsible various marketing principles to understand the scope of a sustainable business.

**Programme Outcomes:****MBA:**

A1, A3, A4  
B1, B2, B5  
C2, C3, C4, C5  
D1, D2, D3, D4, D5

**MA LBM:**

A1, A2  
B2-5  
C1, C5  
D1

**MA****APR:**

B1,B3,  
B4,  
C3,  
C4,  
C5,  
D3,  
D4

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

**Knowledge and Understanding**

- Critically examine concepts, management and marketing theories and debates about the roles and responsibilities of marketing in society.
- Apply marketing thinking to a fair business and social behaviour.
- Demonstrate a deep and systematic understanding of marketing ethics
- Demonstrate a deep and systematic understanding of specific areas of green and environmental marketing, sustainability, fair trade and ethical consumption.

**Cognitive Skills**

- Critically appraise the current ethical issues in marketing and business world.
- Apply the research process, and know how to integrate the sustainability and ethical concerns into research studies relevant to the marketing.
- Make use of independent study skills in research, analytical and evaluative techniques, with an informed critical perspective
- Apply and evaluate the relevance of module concepts to a variety of other contexts.
- Synthesize, and critically evaluate arguments and assumptions from a variety of sources and competing perspectives.
- Recognise the limitations of knowledge and research in the area.

**Practical and/or Professional Skills**

- Create innovative commercial and managerial solutions within professional contexts.
- Identify and critically analyze relevant issues involved in responsible social and business marketing.

**Key Skills**

- Develop effective methods of communicating ethics
- Apply responsible marketing to own professional context
- Be sensitive to the problems and challenges in both business and social marketing.

**Indicative Content:**

- Theoretical Foundations of Ethics: The implications for Business and Marketing Ethics
- CSR movements and considerations
- The 10 rules of Ethical Marketing; Professional Codes of Conduct and Individual Decision-Making
- The definition of sustainable business and the managerial decisions toward such a business model
- Importance of Ethical Advertising; Ethics and Marketing Communications:
- Ethical Principles Relating to Society/ Competitors
- Ethics & the Art of Persuasion: Developing Positions and Arguments

- Market Research and Ethics: Privacy, Independence and Representation.
- The Internet Revolution: permission marketing and data mining.
- Ethics and Products
- Ethics and Pricing: discrimination and prestige pricing.
- Ethics and Distribution: supply Chain, competition and retail behaviour (atmospherics and servicescape)
- Ethical Principles relating to customers, consumer and clients

### **Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and are located at

<https://www.richmond.ac.uk/university-policies/>

### **Teaching Methodology:**

This course conducts an effective and flexible teaching approach in accordance with students' learning progress throughout the semester. Weekly lectures will be used to demonstrate essential, sufficient and structured information of each topic. Every lecture slot is followed by one seminar scheduled for group discussions/presentations which are relevant to weekly topics.

Students are strongly encouraged to study reading lists ahead of lectures and preview group exercises ahead of seminars.

### **Indicative Text(s):**

Eagle, L., Dahl S., De Pelsmacker, P. and Taylor, C. (2020) *The SAGE Handbook of Marketing Ethics*. London: SAGE.

Murphy, P., Laczniak, G. and Harris, F. (2017) *Ethics in Marketing: international cases and perspectives*. 2<sup>nd</sup> edn. London: Routledge

Wilson, A., Zeithaml, V., Bitner, M., and Gremler, D. (2020) *Services marketing: integrating customer focus across the firm*. 4<sup>th</sup> European edn. London: McGraw-Hill.

### **Journals**

Journal of Marketing Management

Marketing Management Journal

Journal of Marketing Research

### **Web Sites**

- Advertising Age <http://www.adage.com>
- Advertising Standards Authority <http://www.asa.org.uk>
- BRAD <http://www.brad.co.uk>
- Brand Republic [www.brandrepublic.com/home](http://www.brandrepublic.com/home)
- Business Week [www.businessweek.com](http://www.businessweek.com)

- Chartered Institute of marketing <http://www.cim.co.uk>
- Chartered Institute of Public Relations [www.cipr.co.uk](http://www.cipr.co.uk)
- Economist Intelligence Unit [www.eiu.com](http://www.eiu.com)

- Emerald Insight Full Text [www.emeraldinsight.com/ft](http://www.emeraldinsight.com/ft)
- Emerald Insight Reviews [www.emeraldinsight.com/revs](http://www.emeraldinsight.com/revs)
- Euromonitor GMID [www.euromonitor.com.gmid](http://www.euromonitor.com.gmid)
- Fact book [www.ciafactbook.com](http://www.ciafactbook.com)
- FAME [www.fame.bvdep.com/ip](http://www.fame.bvdep.com/ip)
- FashionTrak enter through BlackBoard
- FirstVIEW [www.firstview.com](http://www.firstview.com)
- Handbag.com [www.handbag.com](http://www.handbag.com)
- Just-Style [www.just-style.com](http://www.just-style.com)
- Institute of practitioners in advertising <http://www.ipa.co.uk>
- Lexis-Nexis <http://web.lexis-nexis.com/executive>
- London Fashion Week [www.londonfashionweek.co.uk](http://www.londonfashionweek.co.uk)
- MAD.co.uk <http://www.mad.co.uk>
- Mintel <http://reports.mintel.com>
- Vogue.com [www.vogue.com](http://www.vogue.com)
- World bank [www.worldbank.com](http://www.worldbank.com)
- Worth Global Style Network <http://www.wgsn-edu.com>

See syllabus for complete reading list



### Change Log for this CSD:

[illegible]