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Richmond, the American International University in London
NOVEMBER 2019presented to AB

COURSE SPECIFICATION DOCUMENT

Academic School / Department: Richmond Business School

Programme: Master of Business Administration
MA in Luxury Brand Management

FHEQ Level: 7

Course Title: Marketing Ethics and Sustainable Business

Course Code: MKT 7120

Course Leader: Nastaran Norouzi

Student Engagement Hours: 200 (standard 4 credit MA course)
Lectures: 39
Seminar / Tutorials: 6
Independent / Guided Learning: 155

Semester: Fall, Spring

Credits: 20 UK CATS credits
10 ECTS credits
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 not go forward without management negotiation and their effort to integrate such movements into their businesses.

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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

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Registry and found 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.

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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.

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- Identify and critically analyze relevant issues involved in responsible social and business marketing.

- Effectively communicate ideas and arguments to relevant audiences

- Appropriately integrate and use of information and/or data in complex contexts

- Manage learning and demonstrate the ability to reflect on development as an independent learner.

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 Level 7 Assessment Norms approved at Academic Board and located at: https://www.richmond.ac.uk/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.

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

Indicative Text(s):
- Eagle, L and Dahl, S (2015): Marketing Ethics & Society. SAGE
- Murphy, P and Laczniak, G (2012): Ethics in Marketing. Routledge. ISBN 113647787X, 9781136477874
- Wicks, A.C. Freeman, R.E. Werhane, P.H. Martin, K.E.. (2010) Business Ethics: A Managerial Approach. Pearson Prentice Hall.ISBN 0-13-142792-X
- Wilson, A., Zeithaml, V., Bitner, M., & Gremler, D. (2016). Services marketing : Integrating customer focus across the firm (Third European ed.).

Additional Texts:
- Avey, J. B., Palanski, M. E., & Walumbwa, F. O. (2011). When leadership goes unnoticed: The moderating role of follower self-esteem on the relationship between ethical leadership and follower behavior. Journal of Business Ethics, 98(4), 573–582.
- Avey, J. B., Wernsing, T. S., & Palanski, M. E. (2012). Exploring the process of ethical leadership: The mediating role of employee voice and psychological ownership. Journal of Business Ethics, 107(1), 21–34.
- Bernerth, J. B., & Aguinis, H. (2016). A critical review and best-practice recommendations for control variable usage. Personnel Psychology, 69(1), 229–283.
- Buhrmester, M., Kwang, T., & Gosling, S. D. (2011). Amazon's mechanical turk a new source of inexpensive, yet high-quality, data? Perspectives on Psychological Science, 6(1), 3–5.
- Cheng, J. (2011). Woman fired for bashing boss on facebook wins settlement.
- Den Hartog, D. (2015). Ethical leadership. Annual Review of Organizational Psychology and Organizational Behavior, 2(1), 409–434.
- Du, S., Bhattacharya, C., & Sen, S. (2010). Maximizing business returns to corporate social responsibility (CSR): The role of CSR communication. International Journal of Management Reviews, 12(1), 8–19.
- Eisenbeiss, S. A. (2012). Re-thinking ethical leadership: An interdisciplinary integrative approach. Leadership Quarterly, 23(5), 791–808.
- Erikson, E. H. (1964). Insight and responsibility. New York: Norton.
- Gavett, G. (2015). Is your CEO's high salary scarding away customers? Harvard Business Review. https://hbr.org/2015/06/is-your-ceos-high-salary-scaring-away-customers
- Gene R. Laczniak, Patrick E. Murphy(2006): Normative Perspectives for Ethical and Socially Responsible Marketing. pp. 154–177
- Fill, C. (2011) Essentials of Marketing Communications, Harlow: FT Prentice Hall
- Jobber, D. (2009) Principles and Practice of Marketing 6th ed. London: McGraw Hill.

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- Kotler, P., Armstrong, G. Wong, V. and Saunders, J. (2008) Principles of Marketing. 5th European ed.
- Reuters. (2015). VW knew fuel usage in some cars was too high a year ago: Report. http://www.reuters.com/article/2015/11/29/us-volkswagen-emissions-polo-idUSKBN0TI0ML20151129?feedType=RSS&feedName=businessNews#YWldFwcUSM3kJ97g.97
- Winterich, K. P., Mittal, V., & Aquino, K. (2013b). When does recognition increase charitable behavior? Toward a moral identity-based model. Journal of Marketing, 77(3), 121–134.

Journals

- European Journal of Marketing
- Journal of Micro Marketing
- Journal of Fashion Marketing and Management
- Journal of Marketing Management
- International Journal of Retail and Distribution Management
- Drapers

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
- Business Week www.businessweek.com
- Chartered Institute of marketing http://www.cim.co.uk
- Chartered Institute of Public Relations www.cipr.co.uk
- Economist Intelligence Unit www.eiu.com
- Emerald Insight Full Text www.emeraldinsight.com/ft
- Emerald Insight Reviews www.emeraldinsight.com/revs
- Euromonitor GMID www.euromonitor.com.gmid
- Fact book www.ciafactbook.com
- FAME www.fame.bvdep.com/ip
- FashionTrak enter through BlackBoard
- FirstVIEW www.firstview.com
- Handbag.com www.handbag.com
- Just-Style 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
- MAD.co.uk http://www.mad.co.uk
- Mintel http://reports.mintel.com
- Vogue.com www.vogue.com
- World bank www.worldbank.com

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• Worth Global Style Network http://www.wgsn-edu.com

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Title Change, Content Change, Addition of Programme Outcomes for MA LBM	15th Nov 19	