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Title: SOCIAL & ETHICAL MARKETING
Status: Definitive
Code: **5011BUSMK** (117101)
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Natalie Counsell	Y

Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 80
Total Learning Hours: 240 **Private Study:** 160

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26
Tutorial	52

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Test	Test	Test	50	
Exam	Exam.	Exam	50	2

Aims

To appreciate how the macro and micro environments impact on the importance of social and ethical marketing concepts and to evaluate different social and ethical marketing approaches.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the ethical underpinnings of decision making.
- 2 Demonstrate awareness of the global marketing landscape and how this impacts on social and ethical marketing approaches.
- 3 Understand social and ethical marketing concepts and their importance to business & society.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Test	1	
Examination	2	3

Outline Syllabus

Defining societal, social, ethical and sustainable marketing concepts
Strategic importance of social and ethical marketing concepts
Philosophical foundations of Business Ethics
Ethical reasoning and the application of ethics to decision making in the marketing environment
The rise of ethical consumerism
The Changing global marketing landscape
Stakeholder Management
The role of Government and Civil society
Greener marketing
Corporate Social Responsibility
Triple Bottom line
Cause Related marketing
Marketing not for profit
Marketing communication of social and ethical marketing approaches

Learning Activities

Lectures, tutorials, case studies, group exercises, group presentations.

Notes

This module evaluates the key concepts involved with social and ethical marketing.