

Liverpool John Moores University

Title: ETHICAL AND SOCIAL CHALLENGES OF MARKETING
Status: Definitive
Code: **7004BUSMK** (108304)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Jennifer Meehan	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 36.00
Total Learning Hours: 150
Private Study: 114

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Seminar	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework	100.0	

Aims

This module will engage students with the key ethical and social issues and their respective marketing concepts. This will enable students to contribute towards improving the sustainability of organisations.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically appraise the changing ethical and social context of marketing.

- 2 Define and critically evaluate marketing concepts using ethical theories.
- 3 Critically evaluate the strategic implications of an ethical and social marketing approach.
- 4 Critically apply ethical and social marketing concepts to a range of organisational types.
- 5 Demonstrate critical awareness of the implementation of ethical and social marketing approaches, in a global context.

Learning Outcomes of Assessments

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

ESSAY 1 2 3 4 5

Outline Syllabus

In this module, students will study a range of contemporary marketing disciplines.

The changing nature of the social and ethical issues in the global marketing environment.

Stakeholder conception of marketing.

Ethical theories and decision making.

An ethical basis for Relationship Marketing.

Ethical, social and societal marketing.

Values based Marketing.

Cause related marketing.

Ethical consumerism and new consumption communities.

Marketing for sustainable competitive advantage.

Green marketing.

Learning Activities

This module will employ a range of student centered learning strategies including lecture, case study, group discussion, creative problem solving exercises and problem based learning.

References

Course Material	Book
Author	Andreasen, A R
Publishing Year	2001
Title	Ethics in Social Marketing
Subtitle	
Edition	
Publisher	Jossey-Bass Publishing
ISBN	

Course Material	Book
Author	Baker, M J
Publishing Year	2001
Title	Marketing
Subtitle	Critical Perspectives on Business and Management
Edition	
Publisher	Routledge
ISBN	

Course Material	Book
Author	Boone, L E and Kurtz, D L
Publishing Year	2006
Title	Contemporary Marketing
Subtitle	
Edition	
Publisher	Thomson South-Western
ISBN	

Course Material	Book
Author	Crane, A and Matten, D
Publishing Year	2004
Title	Business Ethics
Subtitle	A European Perspective: Managing Corporate Citizenship and Sustainability in the Age of Globalization
Edition	
Publisher	Oxford University Press
ISBN	

Course Material	Book
Author	Egan, J
Publishing Year	2001
Title	Relationship Marketing
Subtitle	Exploring Relational Strategies in Marketing
Edition	
Publisher	Financial Times Prentice Hall
ISBN	

Course Material	Book
Author	Harrison, R, Newholm, T and Shaw, D
Publishing Year	2005
Title	The Ethical Consumer
Subtitle	
Edition	
Publisher	Sage Publications Ltd. London
ISBN	

Course Material	Book
Author	Kotler, P, Lee, N R and Roberto, N L
Publishing Year	2002
Title	Social Marketing
Subtitle	Improving the Quality of Life
Edition	
Publisher	Sage Publications
ISBN	

Course Material	Book
Author	Schlegelmilch, B B
Publishing Year	1998
Title	Marketing Ethics
Subtitle	An International Perspective
Edition	
Publisher	International Thomson Business Press
ISBN	

Notes

The module attempts to provide a wider context for ethical and social developments in marketing. To promote a fuller understanding of the role of stakeholder models marketing across sectors.