

MODULE DESCRIPTOR

MODULE TITLE	The Responsible Marketer		
MODULE CODE	MK2012 (L5)	CREDIT VALUE	20 credits
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module examines corporate social responsibility (CSR) in the context of marketing. It also explores the principles and practice of social marketing. The module aims to develop students' understanding that organisations have a responsibility for how their marketing activities impact society. Further, the module is concerned with the role social marketing plays in for instance encouraging attitudinal and behavioural change. The module endeavours to provide a challenging and interesting learning environment for students by examining and evaluating current marketing practice by organisations. It aims to encourage students to reflect on the importance for marketers to develop both the empathy and skills required of the successful, responsible marketer.

MODULE CONTENT

The indicative content covers the two areas of CSR and social marketing:

Corporate social responsibility (CRS) – definitions, concepts and theories.

Responsibilities to stakeholders.

The origins of CSR.

Criticisms of CSR.

Globalisation and CSR.

Fair trade.

Marketing to children.

Green marketing.

Cause-related marketing.

Theories of ethics.

Philanthropy.

Social marketing – definitions and core principles.

Understanding the consumer – conducting research in social marketing; social forces and population level effects.

Perspectives for ethical and socially responsible marketing decisions.

Defining effective social marketing interventions – products, branding, channels, places and communications.

Contemporary case examples.

Evaluating CSR and social marketing initiatives.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Explain the concept of CSR and outline how it applies to marketing activity.
 2. Define social marketing and outline the main principles associated with this concept.
 3. Evaluate current marketing activity by organisations in the context of the principles of CSR.
 4. Design a social marketing intervention in response to a defined marketing problem.
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TEACHING METHODS

The module uses a combination of learning strategies, including lectures and seminars. The lectures present relevant theory, which is illustrated with current applied examples. The seminars use case studies, discussions and presentations. The interactive nature of the seminars assists the students in developing their evaluation and debating skills. The learning mode of lectures and seminar workshops assists the students in achieving learning outcomes 1-4.

The assessment consists of two elements. For the first element, the students produce an academically supported individually written assignment addressing aspects of either CSR or social marketing. The second element of the assessment consists of a presentation on a current case example associated with either CSR or social marketing. The presentations are carried out in groups or pairs of students. Each presentation is followed by a discussion led by the presenters.

ASSESSMENT METHODS

This module is assessed through an Individual written assignment (70%) and a Group/paired presentation on current case example (30%).