

MODULE DESCRIPTOR

MODULE TITLE	THE RESPONSIBLE MARKETER		
MODULE CODE	MK2554 (L5)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS 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 carry 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. 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

Indicative syllabus content:

- Corporate social responsibility (CSR) – 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
- 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 CSR/social marketing intervention in response to a defined marketing problem.

TEACHING METHODS

Learning on the module will be supported by a number of methods. Lectures will present and explore key theories associated with CSR and social marketing and their application will be investigated by reviewing the activities of organisations and their brands. Students will then have the opportunity to explore and discuss case examples in-depth.

The assessment consists of two elements. For the first element, the students produce an academically supported individually written essay addressing aspects of either CSR or social marketing. The second element of assessment consists of a presentation on a current case example associated with either CSR or social marketing. For instance, this may involve developing a CSR audit instrument with which to assess the marketing activities of an organisation/brand. The audit will assist the students in ascertaining good CSR

practice, making recommendations for remedial action and even developing CSR guidelines for a particular industry. Alternatively, the assessment may address a social issue such as overweight/obesity. In this case, the presentation should deliver suitable marketing strategies to promote attitude and behaviour change associated with diet and exercise. The presentations are carried out in groups or pairs of students. Each presentation is followed by a discussion led by the presenters.

Students are encouraged to investigate current marketing news stories and introduce their findings informally during class discussions.

ASSESSMENT METHODS

This module is assessed through an essay and a group/paired presentation on current case example.