Marketing
COURSE NUMBER: 22:630:674
COURSE TITLE: Marketing and Society

COURSE MATERIALS

REQUIRED READING

Harvard Business School Publishing Articles and Cases (see schedule section). All readings can be purchased at:
http://cb.hbsp.harvard.edu/cb/access/4660702

COURSE OBJECTIVES:

The objective of this course is to explore the interface between Marketing and society along a number of dimensions including:

1. Ethical issues in Marketing.
2. The interaction between public policy and Marketing.
3. The marketing of social causes.
5. Societal change and its impact on Marketing.

CLASS FORMAT:

To accomplish these objectives the course will consist of a combination of modified lectures and interactive discussions. Most of these discussions will be focused on the case studies assigned. Approximately 60-75% of class time will be spent on case discussion and active student participation is essential. It is imperative that each student come to class having read and analyzed the assigned readings. Discussion classes only work well when all parties are actively involved. But please raise your hand before speaking and wait to be called upon- and please be courteous to others, as you would like them to be to you. I will do my best to include all relevant questions and comments as part of our discussion. I may ask you to hold a thought if I feel it will better fit in elsewhere or will be answered soon- but do ask questions. Your participation is an important component in your grade. Note: Side conversations are rude and not appreciated.
I want you to do well in this class. However, you have to put forth the effort. To improve the quality of class discussions and your comprehension of the material. **You must read the assigned material prior to class. This is a requirement and your responsibility (and you will get much more out of class if you do this in advance).** I come to class prepared and I expect you to do the same.

Out of respect for the other class members, please arrive at class and return from breaks on time. Students who are consistent in arriving or returning from break late, will be penalized in their class participation grade (see course requirements and grading below).

Each class will cover 1-2 case studies or other relevant materials as determined by the instructor relating to topics discussed during the lecture. However, since these are complex business problems, we will be covering cases which are likely to touch on several interesting topics within a single case. Especially in the beginning of the semester, some cases will address issues which may not have been discussed yet in the lecture.

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**COURSE REQUIREMENTS:**

**Individual Briefs:** Students will be required to submit two written briefs to be completed individually. Students are encouraged to discuss the cases with their classmates and group members. However, students are expected to prepare their own briefs. Once “your fingers hit the keyboard”, all work is expected to be your own. The copying of text or graphical exhibits from other students is strictly prohibited. Timing of these briefs will be determined once the course is underway.

Individual briefs are required to be no longer than two pages single spaced (12 pt font). For each written assignment, more detailed instructions will be provided.

Written assignments will be evaluated based on standardized specific criteria for each case. The instructor commits to grading and returning briefs within two weeks of the due date.

A hardcopy of the written brief is due no later than 15 minutes after the start of class on the due date for the brief. Electronic and late submissions will not be accepted. There are no exceptions to this policy.

**Term Project:** There will be a major project required for this course which will be done in teams (assigned by the professor). The project will include both a written submission and a group oral presentation. This is described in a separate handout.

You must turn in your project assignment during the class period and date noted in the course schedule or as assigned during class. I will not accept late work.

1. You can only submit typed work
2. Use 12, times new roman font
3. Double space your work
4. Use complete sentences and paragraphs
5. You need to use correct spelling (that’s what spell check is for- but spell check is not perfect- so be sure to read what you’ve written as well) and grammar!
6. Use correct citation (APA or MLA form). This includes electronic sources.
7. Staple your work
8. Use one inch margins on all sides
I am also certified to teach Language Arts and Social Studies during the day to secondary school students. At their level some grammar and spelling errors are bound to occur. At the college level these are unacceptable. Your work reflects the care you put into it.

**Students with Disabilities:** Students who need special accommodations should contact me ASAP. I am happy to make appropriate accommodations for you (within school guidelines) but I can only react to what I know.

**ACADEMIC INTEGRITY**

In my experience, I have encountered two types of problems with respect to academic integrity: plagiarism and collusion. Reproduced below are excerpts which are worth sharing:

> Plagiarism is the copying from a book, article, notebook, video or other source, material whether published or unpublished, without proper credit through the use of quotation marks, footnotes and other customary means of identifying sources, or passing off as one’s own, the ideas, words, writings, programs and experiments of another, whether or not such actions are intentional or unintentional. Plagiarism also includes submitting, without the consent of the professor, an assignment already tendered for academic credit in another course. Collusion is working together in preparing separate course assignments in ways not authorized by the instructor. Academic work produced through a cooperative (collaborative effort) of two or more students is permissible only upon the explicit consent of the professor. The collaboration must also be acknowledged in stating the authorship of the report.

> “Honesty is the best policy.”-Anonymous

Recent events in the business world (Enron, Tyco, Madoff, etc.) attest to the importance of “doing the right thing.” Unethical behavior is typically not a one-time occurrence—it is a pattern. Furthermore, it is a reflection of your character. Plagiarism and cheating will come to haunt you (whether you get caught or not). Be proud of grade, your future diploma….BE HONEST!!!

**CLASSROOM CONDUCT**

**All cell phones/beepers need to be turned off when you enter the classroom, NO EXCEPTIONS!** Furthermore, sleeping, reading material (other than your textbook), text messaging, surfing the web, checking Facebook or Myspace, and playing games during class are also disruptive to classroom learning and ARE UNACCEPTABLE- YOU WILL BE ASKED TO LEAVE AND WILL RECEIVE AN ABSENCE FOR THE CLASS AND LOSS OF CREDIT FOR THE DAY.

Additionally, though this has never yet happened if I deem your classroom behavior to be overly disruptive I will ask you to leave the classroom. If this occurs, you will receive an unexcused
absence for that day. **Excessive talking/disruptive behavior is not only VERY disrespectful to me, but also to your fellow classmates.** Your participation grade can be dramatically impacted by your classroom conduct.

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**Class Attendance and Participation:** Since this is a case and discussion oriented class, class attendance is mandatory. Students are permitted to miss one class session during the semester for any reason.

Class participation is vital for the success of the course, and is required. However, perfect attendance without verbal participation in discussions will result in a low participation grade. This requirement is based on the fact that discussion/team work is essential in most business, government and non-profit settings. Participation grades will be based on the instructor’s observation during the lectures and case discussions. The quality of participation is more important than the quantity.

Evaluating the level and quality of class participation is necessarily a subjective matter. To provide students with feedback on the quality of their participation class participation checkpoints may be provided during the semester. At these checkpoints, students will be asked to evaluate their own participation using a self-grading form (to be distributed). These forms will be turned in at the end of class on the checkpoint date. The instructor will independently evaluate each student’s participation. Using this checkpoint system will enable us to identify early on where differences exist between my evaluation of your class participation and your own.

**Final Exam:** A cumulative final exam will be given at the final scheduled class session. The exam will consist of several short essay questions. If for some reason, you cannot make the final
exam you must notify the instructor in writing with the specific reason(s) for your not being able to take the exam on the scheduled date. Assuming a legitimate (and ethical of course) rationale for your unavailability I will provide alternative arrangements.

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**GRADE EVALUATION:**

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<th>Component</th>
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<td>Individual Briefs</td>
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<td>Class participation</td>
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<td>Term Project</td>
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<td>Final exam</td>
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<td>Team Project</td>
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| 11/3  | Corporate Social Responsibility            | 1. Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility  
2. Corporate Social Responsibility at CANTV |
| 11/10 | Corporate Social Responsibility            | 1. FIJI Water and Corporate Social Responsibility - Green Makeover or "Greenwashing"? |
| 11/17 | Societal Change and Marketing              | 1. Molson Canada: Social Media Marketing  
2. Gillette Indonesia |
| 11/24 | Societal Change and Marketing              | 1. Blockbuster Inc. & Technological Substitution (C): The Internet Changes the Game  
2. Obama versus Clinton: The YouTube Primary  
3. Coming Era of "Brand in the Hand" Marketing  
4. Brand in the Hand: Mobile Marketing at Adidas |
| 12/1  | Team Presentations                         | Mandatory Attendance                                                    | Term Projects Due |
| 12/8  | Final                                      | Mandatory Attendance                                                    | Final |

11/3: Corporate Social Responsibility  
11/10: Corporate Social Responsibility  
11/17: Societal Change and Marketing  
11/24: Societal Change and Marketing  
12/1: Team Presentations  
12/8: Final