

MKTG 4443 - Social Issues in the Marketing Environment, FALL 2023

Tuesday and Thursday, 12:00-1:15pm, North Hall 220

Instructor: Dr. Steven Shepherd, steven.shepherd@okstate.edu, Office: North Hall 303

OFFICE HOURS

I will be free to meet in the hour before class (11am-12pm), or we can arrange a time to meet in person or on Zoom. I am also very responsive to emails. Feel free to contact me concerning clarifications, questions, assignments, etc.

TEXTBOOK

There is no textbook for the course. Instead, a combination of readings, podcasts, and videos will be assigned. These materials will be available on Canvas. The only cost associated with this course is our field trip to Greenwood Rising Center (\$10 admission for students).

Disabilities, Difficulties, Emergencies, etc.

Any student in this course who has a disability that may prevent them from fully demonstrating their abilities should contact me as soon as possible to discuss accommodations and coming up with a plan. The same goes for issues that come up during the semester (illness, emergencies, etc.).

I know life, work, etc. happen, so please let me know as soon as possible if something comes up so that we can come up with a plan.

COURSE DESCRIPTION

The course is designed to build an understanding of the role of marketing in society, and explores a wide range of contemporary social issues in marketing and the marketplace.

COURSE LEARNING OBJECTIVES

This course has several broad learning objectives that fit (to varying degrees) within the *B.S. in Business Administration (BSBA) Competency Goals and Learning Objectives*:

- ***Foundational Business Knowledge: Business Insight***: Learners will possess a foundational knowledge of business vocabulary, processes, environment, and practices. This foundational knowledge is a necessary stepping-stone to conducting evidence-based management. Learners will utilize basic business skills and be able to illustrate their knowledge of market fundamentals for effective decision making.
- ***Written Communication Skills***: Students will be able to produce effective written communications.
- ***Verbal Communication***: Students will be able to demonstrate the basic rules of etiquette, and interact and communicate with others effectively.
- ***Power of Personal: Customer Focus***: Understanding and delivering solutions that meet customer needs.
- ***Power of Personal: Teamwork***: Learners will work effectively with others to accomplish shared objectives.

SCHEDULE

Week	Topics	Important Dates
Week 1 (Aug 21)	Module 1: Introduction, Ethics, Morality	
Week 2 (Aug 28)	Module 2: Consumerism and Materialism	Module 1 Mini-Assignments due Sept 1
Week 3 (Sept 4)	Module 3: Marketing Communications and Persuasion	Module 2 Mini-Assignments due Sept 8 (Except in-class mini-assignment; see Canvas for specific dates)
Week 4 (Sept 11)	Module 4: Gender and Sexual Orientation in the Marketplace	Short Written Assignment #1 due Sept 22
Week 5 (Sept 18)	Module 5: Race in the Marketplace	
Week 6 (Sept 25)	Module 5: Race in the Marketplace	Modules 3-5 Mini-Assignments due Sept 29 (Except in-class mini-assignment; see Canvas for specific dates)
Week 7 (Oct 2)	Module 6: Vulnerability, Disability, and Stigma	No Class Thursday
Week 8 (Oct 9)	Module 6: Vulnerability, Disability, and Stigma	Module 6 Mini-Assignments due Oct 13
Week 9 (Oct 16)	Module 7: Political Brands, Corporate Social Responsibility and Advocacy	Module 7 Mini-Assignments due Oct 20
Week 10 (Oct 23)	Module 8: Technology	
Week 11 (Oct 30)	Module 8: Technology	Short Written Assignment #2 due Nov 3
Week 12 (Nov 6)	Module 9: Health, Food, and Body Image	Module 8 Mini-Assignments due Nov 10
Week 13 (Nov 13)	Module 10: Environment and Sustainability	Module 9 Mini-Assignments due Nov 17
Week 14 (Nov 20)	FALL BREAK, NO CLASS	
Week 15 (Nov 27)	Module 10: Environment and Sustainability	Module 10 Mini-Assignments due Dec 1
Week 16 (Dec 4)	TBD	Synthesis Assignment due Dec 8

CLASS CONDUCT

“Oklahoma State University (OSU) is committed to maintaining a learning environment that is free from discriminatory conduct based on race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age or protected veteran status. OSU does not discriminate on the basis of sex in its educational programs and activities.”

Because this class touches on several sensitive topics, it is important to emphasize the importance of mutual respect in any in-person or online discussion. Remember that when discussing these topics, there are potentially people in the discussion who are members of the groups that are discussed. A good rule of thumb is to treat people the way you would like to be treated, and to respect people’s humanity and validity pertaining to the above groups and identities. This includes assignments that you submit, but even more so in the content that is visible to the class (e.g., discussion posts).

ASSIGNMENTS AND GRADING

The most common way students lose points on submitted assignments include:

- Being vague/not offering enough depth or details in their responses.
- Not answering all parts of a question/assignment.
- Not clearly illustrating that they have gone through or understand the course material.

Try to avoid these things by:

- Being detailed and clear in your responses.
- Making sure you address everything a question/assignment asks you to do.
- Clearly connecting what you are saying to the course material, referring to specific details or sections of a reading or podcast, and clearly illustrating that you have gone through an understand the material.

You will be provided with feedback on your writing so that you can incorporate those suggestions into later assignments. I am also happy to give you feedback on early drafts of your writing to help ensure you’re on the right track.

Your final grade will be determined by the following:

Course Component	Value
Module Mini-Assignments	45
Attendance & Participation	10
Short Written Assignment 1	10
Short Written Assignment 2	10
Synthesis Assignment	25

Module Mini-Assignments (See Canvas for due dates and point value for each)

Each module will have mini-assignments. These may be short written responses that you complete in the module on Canvas, or activities/group work that is completed in class. They typically ask you to reflect on, discuss, and/or apply the material covered in the course. Responses should show that you understand and have thought about the material (e.g., being detailed in your writing, using terminology, discussing the content accurately). Most mini-assignments have a written component. When they do, the question will have a recommended word count for your writing. This is usually between 150-300 words, depending on the point value of the question.

Note that completing the mini-assignments in Canvas involves typing into a textbox in Canvas and submitting your response. To prevent a situation where you spend time typing in your response only for it to be lost because Canvas logged you out or because of a network issue, you may want to type your responses somewhere else (e.g., Word, Google Docs) and then copy and paste your response into Canvas when you are ready to submit. Having all of your responses saved outside of Canvas might also be useful for other assignments in the course.

Participation and Attendance

Participation grades are earned by participating in the class. There will be several opportunities to do so in different ways throughout the semester, and is very broad in what “counts” e.g., asking or answering questions, participating in class/group discussion. Participation requires being in class, so attendance is indirectly considered a part of this. In other words, if you only attend 50% of the classes, the most you can get for participation is 5/10. As always, if you can’t attend class for some reason, please just let me know.

Short Written Assignment 1

You will be given a few options for completing this assignment. Each option is largely based on the content of the first module, although other content may be relevant. Your submission will be about 2 pages single-spaced. A detailed outline for this assignment can be found on Canvas.

Short Written Assignment 2

You will be given a few options for completing this assignment, and will be due in the second half of the semester. Your submission will be about 2 pages single-spaced. A detailed outline for this assignment can be found on Canvas.

Synthesis Assignment

This assignment is designed to be the culmination of what you are already writing and thinking about throughout the course. Your submission will be about 5 pages single-spaced. A detailed outline for this assignment can be found on Canvas. To briefly summarize here, you have two options for the synthesis assignment (choose one):

1) Consumers, Companies, and Government: Discuss the role and responsibility of individual consumers, companies, and government/policy in causing and addressing social issues. This is a broad theme across the course, and so the assignment asks you to discuss

this theme by applying the course content and finding connections between different parts of the course.

2) Topic Deep Dive: Pick a specific module topic (or a subtopic within it) and discuss it, connecting it with other material from across the course.

ACADEMIC INTEGRITY:

A guide for avoiding plagiarism will be available on Canvas

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript, and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627. Go to academicintegrity.okstate.edu for a short video on OSU's academic integrity policy and additional information.

THE USE OF GENERATIVE AI TOOLS:

For a limited number of purposes, and with permission, students may access and use generative AI tools, such as ChatGPT, Bing AI, or Bard, to assist them in their learning of the course content. Appropriate uses may include assessing a paper for grammatical errors that are written by the student, or seeking clarification on certain concepts that are taught in the class. However, students are prohibited from using generative AI tools to completely produce, reproduce, and/or manufacture assignments without using any personal effort devoted to the learning process. These tools may also not be used to generate ideas or examples for any assignment. Before using generative AI tools, students should check to ensure they do not conflict with copyright laws or other's proprietary information.

OKLAHOMA STATE UNIVERSITY - TULSA ADDENDUM TO SYLLABUS ATTACHMENT FALL 2023

Your success as a student is our top priority so the following information is provided to answer questions most often asked by students. Be assured the OSU-Tulsa faculty and staff want you to be successful in your educational pursuits. If you have questions or concerns, please be sure to seek help EARLY! We are here to assist you.

HOW TO CONTACT A FACULTY MEMBER

If you have questions regarding your class, talk to your instructor. Faculty members usually include their office hours and/or phone number(s) in the class syllabus. If you cannot locate this information, set a time to meet with the

instructor prior to or following your class session. You may check with Faculty Support Services, 918-594-8276 (North Hall) or 918-594-8277 (Main Hall), on when the instructor may be available.

SPECIAL ACCOMODATIONS FOR STUDENTS

According to the Americans with Disabilities Act, it is the responsibility of each student with a disability to notify the University of his or her disability and to notify the instructor and request verification of eligibility for accommodations from the Student Success Center, 204 North Hall, 918-594-8354. Please advise the instructor of such disability and desired accommodations at some point before, during, or immediately after the first scheduled class period.

WHERE TO GO FOR HELP

All admitted students have an assigned academic advisor. Although it is true that only certain categories of students need an advisor's signature or approval on class registration, all students benefit by conferring with their advisor on a regular basis.

Undergraduate students should contact the Academic Advisement Center located in North Hall 130. Students are required to meet with their academic advisor each semester. Students can schedule an advising appointment by clicking on the blue "get advising" after logging into the [Slate system](#). Academic advising appointments are available through Zoom or in-person.

Graduate students should contact their assigned faculty advisor with advising questions. Other questions can be directed to the Academic Advising office located in North Hall 130. Please call 918-594-8445 for assistance.

Career Services

North Hall 103 / 918-594-8404

Helpful information can be found at <http://hireosugrads.com>

Select a major through career assessments, locate full- or part-time jobs or internships and gain job search skills.

Title IX

1405 Main Hall, 918-594-8105

OSU-Tulsa is committed to maintaining a learning environment that is free from discriminatory conduct based on race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age or protected veteran status. OSU does not discriminate on the basis of sex in its educational programs and activities. Examples of sexual misconduct and/or sex discrimination include: sexual violence, sexual harassment, sexual assault, domestic and intimate partner violence, stalking or gender-based discrimination. OSU encourages any student who thinks that he or she may have been a victim of sexual misconduct or sexual discrimination to immediately report the incident to the Title IX Coordinator (918-594-8105) or Deputy Title IX Coordinators (918-594-8234 or 918-594-8450). Students may also report incidents of sexual misconduct or sex discrimination to a faculty or staff member, who is then required by federal law (Title IX) to notify the Title IX or Deputy Title IX Coordinator. If a reporting student would like to keep the details confidential, the student may speak with staff in the OSU-Tulsa Counseling Center (918-594-8568) or the University's Victim Advocate (918-200-5595). For more information regarding Title IX violations, go to: <https://1is2manytulsa.okstate.edu>.

Library

918-594-8130

Library Hours:

Monday-Thursday 10:00 AM – 7:00 PM

Friday 8:00 AM – 5:00 PM

Saturday 9:00 AM – 5:00 PM

Sunday – Closed