

Programme : Programme Grande Ecole - MSc in Management

MARKETING ETHICSCourse code **5A2M34**Academic Year **2021-2022** **1. COURSE SPECIFICATIONS**

TEACHING LANGUAGE	English
ECTS CREDITS	5
PROFESSOR'S CONTACT	By appointment
INSTRUCTIONAL DESIGNER	Mikko LAAMANEN (laamanen@em-lyon.com)
ADMINISTRATIVE ASSISTANT	
LEVEL	Intermediate
CAMPUSES	> Ecully
PRE-REQUISITES	Foundations course in marketing
RULES	Regular attendance and active participation are necessary for passing the course. Interactions on the course should be respectful of other participants, points of view, input and deadlines. All submitted course will be checked for plagiarism. Beyond, programme specific rules and regulations apply.

 **2. COURSE DESCRIPTION**

This course explores ethical questions, issues and decision-making at the interface of marketing and moral philosophy.

Combining theory and practice, the course aims to develop and foster capacity for ethical reasoning and judgement related to everyday marketing work. We focus on marketing and consumption phenomena as they emerge in context of business practice, the consumer society, global supply chains and societal relations. To this end, the course builds links between ethical dilemmas in marketing and markets; production, distribution and consumption, and between consumers, marketers, businesses and regulators.

Course materials review the contemporary academic literature and practical examples. The learning approach rests on active reflection and participation by the students in cases, discussion and a role-based simulation that build transferable skills.

3. PROGRAMME LEARNING GOALS AND OBJECTIVES

3.1 Programme learning goals





- > 1 LG1. Our graduates are aware/sensitive to a disrupted world
- > 2 LG2. Our graduates master business basics and disruptive business competencies
- > 3 LG3. Our graduates develop a creative mindset and are able to make ideas happen
- > 4 LG4. Our graduates reflect on themselves and project themselves in the future

3.2 Learning objectives of the programme to which the course contributes the most

- > 1 LO1. Graduates of the programme are able to identify key relevant technological, scientific and societal disruptions and apply their insights to business situations, projects or issues.
- > 2 LO8. Graduates of the programme are able to demonstrate a sense of responsibility and upholds their values and principles when dealing with colleagues, instructors, employers or business partners
- > 3 LO9. Graduates of the programme are able to systematically appraise their learning/working experiences and take active steps to know themselves better in order to develop self-improvement strate

4. LEARNING HOURS ANALYSIS

125:00
Hours

TYPE OF LEARNING HOURS	DISTRIBUTION (HOURS)
 Face To Face	24:00
 Individual without mentoring	55:00
 Group without mentoring	43:00
 Evaluation	3:00
Total	125:00

5. LEARNING OBJECTIVES / OUTCOMES OF THE COURSE

5.1 Academic outcomes

5.1.1 Concepts and theories to which participants are exposed during the course

- > 1 Marketing ethics, consumer ethics
- > 2 Moral philosophy, normative ethics, positive ethics
- > 3 Regulation, legislation, codes of conduct
- > 4 Corporate social responsibility, stakeholders, globalisation
- > 5 Consumer activism, consumer movements, consumer sovereignty

5.1.2 Knowledge acquired during the course

- > **Knowl. 1** After this course, participants know or master key frameworks of ethical decision-making in marketing
- > **Knowl. 2** After this course, participants know or master assessment of issues with impact to marketing operations and stakeholders

5.1.3 Competencies acquired during the course

- > **Comp. 1** After this course, participants are able to develop their personal moral imagination
- > **Comp. 2** After this course, participants are able to defend courses of action that takes into consideration various stakeholders

5.2 Professional outcomes

5.2.1 Productions/Deliverables participants will be able to present after taking this course

- > 1 Individual learning diary with reflection on key marketing ethics issues
- > 2 Role-specific strategic plan and reporting on a CSR issue

5.2.2 The people that participants will have met or contacted during the course

- > Mikko LAAMANEN
- > Guest experts (to be confirmed)

6. ASSESSMENT OF LEARNING OBJECTIVES

60% individual and 40% group assessment

ASSESSMENT NAME	ASSESSMENT METHOD	OUTCOMES	ASSESSMENT DESCRIPTION	FINAL WEIGHT (%)
Individual learning diary	Individual written assignment (Continuous exam)	> develop their personal moral imagination	Capacity to define and explain key marketing ethics problems, critically reflect and exemplify these, and consider recommendations for appropriate action	60
Multi-stakeholder simulation	Group assessment (Continuous exam)	> defend courses of action that takes into consideration various stakeholders	Consider a marketing ethics issue within a network of relations, define course of action and aims towards the central issue, and negotiate an acceptable solution	40

7. SEQUENCES DESCRIPTION, LEARNING ACTIVITIES AND ASSIGNMENTS

SEQUENCE	SEQUENCE DESCRIPTION	REQUIRED RESOURCES
1 Moral philosophies and marketing In class	Sessions 1-2 include an introduction to marketing ethics, key moral philosophies, questions and frameworks guiding decision-making and the development of a moral imagination	> Learning resources including key readings, case studies and exercises are given on BS
2 Ethical judgement in action In class	Sessions 3-4 consider the operative issues and environments (markets, supply chains, stakeholder relations and business models) that are relevant to contemporary marketing ethical decision-making	> Learning resources including key readings, case studies and exercises are given on BS
3 Responses and strategies In class	Sessions 5-7 cover the various positions and action that companies, regulators and consumers take on ethical issues, including CSR, legislation and regulation, and consumer activism. We also workshop the roles for the simulation in session 8.	> Learning resources including key readings, case studies and exercises are given on BS
4 Multi-stakeholder simulation In class	Session 8 concludes the course with a simulation of a multi-stakeholder negotiation focussed on a global sustainability issue.	> Learning resources including key readings, case studies and exercises are given on BS

8. PEDAGOGICAL RESOURCES AND ACTIVITIES

PEDAGOGICAL RESOURCE/ACTIVITY	RESOURCE LINK
Learning resources including key readings, case studies and exercises are given on BS	https://emlyon.brightspace.com

9. OTHER USEFUL INFORMATION

This course is connected to the research at the Lifestyle Research Center at emlyon. For more information, see <https://lifestyle.em-lyon.com>