

MKTG-551-001 & 002/Marketing for Social Change/Thursday/530-800PM/T61

INSTRUCTOR INFORMATION

FACULTY NAME: Dr. Ronald Paul Hill

LINK TO FACULTY BIO: See bottom of this document

E-MAIL: ronhill@american.edu

OFFICE LOCATION: Kogod, T23

PHONE: 610.217.3587

OFFICE HOURS: Thursday from 4:30PM to 5:30PM

EMAIL RESPONSE TIME: Within 24 hours

ASSIGNMENTS FEEDBACK AND GRADING: Within one week

COURSE DESCRIPTION

Poverty. Racial discrimination. Gender inequity. Domestic violence. Sustainable business. Pandemics. Challenges such as these confront societies worldwide. MKTG-551 will show you how to apply marketing strategies and techniques to understand and address social challenges. The course is designed to develop the knowledge, perspectives, and skills to apply fundamental marketing concepts to influence target audiences to improve society. The course will provide an understanding of the specific workings, issues, dynamics, and unique challenges of marketing efforts. The course also integrates specific attention to the social, global, ethical, and legal environment in which marketing activities are implemented. The class is designed for students who desire to use marketing to promote social change, or who are interested in understanding the role and application of marketing beyond commercial gain.

Prerequisite: Basic course in marketing.

COURSE LEARNING OUTCOMES

After completing this course, you should be able to:

1. Describe the use of marketing to address societal challenges;
2. Identify and apply frameworks and theories to approach marketing challenges;
3. Understand how issues relevant to the economic, legal, and social context may influence the development and implementation of marketing strategies.

COURSE REQUIREMENTS, STRUCTURE, AND EXPECTATIONS

Meeting expectations for performance in this class require self-motivation, self-discipline, and thinking skills that are consistent with the best students worldwide. It is expected you will use all available resources to ensure your success.

STRUCTURE

This course provides an in-person learning experience and is scheduled to run for 15 weeks. Students should review the (online) materials in advance of class to enable informed and active participation. Class time will be devoted to answering questions, addressing issues, and creative problem solving.

STUDENT EXPECTATIONS

Students are expected to:

- Review the syllabus and all relevant University policies,
- Review and follow the course calendar,
- Submit all assignments by the deadline (all deadlines based on Eastern Time).

SHARING OF COURSE CONTENT

To supplement the classroom experience, lectures may be audio or video recorded by faculty and made available to students registered for this class. Faculty may record classroom lectures or discussions for pedagogical use, future student reference, or to meet the accommodation needs of students with a documented disability. These recordings are limited to personal use and may not be distributed, sold, or posted on social media outlets without written permission of the instructor.

Unauthorized downloading, file sharing, or distribution of any course materials, or using information for purposes other than student's own learning, may be deemed a violation of American University's Student Conduct Code and subject to disciplinary action (see Student Conduct Code VI. Prohibited Conduct).

TEXTBOOKS AND MATERIALS

Required Text:

Various readings and other materials are provided by the Professor on Canvas.

ASSIGNMENTS AND ASSESSMENTS OVERVIEW

1. **Questions:** Each class will have questions to be addressed during this period. You are expected to come prepared to discuss the topic of the day and engage with other students and the professor in a thoughtful manner. You will be called on regularly and without notice and have only one chance to demure. *Assessment is 10% of your grade.*
2. **Readings:** Positive/negative critical evaluations of information contained in the readings prior to the midterm and assigned readings after the midterm should be summarized in one, single-spaced (12-point font) page, emphasizing the logic of your rationale for agreeing or disagreeing with

points-of-view. You must do two of these evaluations in the first half of the course and two in the second half. All four must be submitted through Canvas prior to the start of class when it is to be discussed. *Assessment is 20% of your grade.*

3. **Examinations:** A midterm and final essay examination of the material assigned and discussed in class will be given according to the schedule provided. *Assessment for both is 50% of grade (25% per exam).*
4. **Personal, Team, and Class Codes of Ethics.** Students will develop their personal code of ethics that they would agree to live by in their professional lives. They will then work in teams to develop a similar code for all participants. Finally, they will need to develop a code for the entire class. The template for these actions are in the reading on Code of Ethical Conduct. *Assessment is 20% of your grade.*

COURSE CALENDAR

Week/ Topic	Readings & Media	Activities & Orientation	Due Date
Module 1 01/18	Carefully read syllabus; examine the online materials; be prepared to ask questions that resolve any confusion about expectations.	We will use this first meeting to discuss class expectations, assignments, and grading. Answer the assigned question: <i>If marketing is about exchanges, why are exchange opportunities so inequitable?</i>	01/18 Be ready to go!
Module 2 <i>Vulnerability</i> 01/25	Assigned readings include: <i>Consumer Vulnerability, Marketing as Exchange.</i>	We will explore these essential questions: <i>What causes marketplace vulnerability? Why do inequities in exchange exist?</i>	01/25 Papers due if selected.
Module 3 <i>Ethical Markets</i> 02/01	Assigned readings include: <i>Markets (Handbook), Code of Ethical Conduct.</i>	We explore these essential questions: <i>Are markets inherently unfair? How should organizations develop a code of conduct?</i>	02/01 Papers due if selected.
Module 4 <i>Poverty General</i> 02/08	Assigned readings include: <i>Poverty and Consumer Psychology,</i> <i>Devastating drought and famine in Somalia DW Documentary (youtube.com).</i>	We explore these essential questions: <i>Why is poverty so persistent? What makes up an impoverished life?</i>	02/08 Papers due if selected.

Week/ Topic	Readings & Media	Activities & Orientation	Due Date
Module 5 <i>Poverty Specifics</i> 02/15	Assigned readings include: <i>Homelessness in America,</i> Working The Ave Dating For 11 Years. - Liz (youtube.com).	We explore these essential questions: <i>Who are the homeless?</i> <i>Why are people homeless?</i>	02/15 Papers due if selected.
Module 6 <i>Gender Issues</i> 02/22	Assigned readings include: <i>Whiter Shade of Pale,</i> <i>TikTok Influencers.</i> <i>Personal code of ethics due.</i>	We explore these essential questions: <i>Why is female physicality so important?</i> <i>Why are influencers so ... influential?</i>	02/22 Code of ethics are due and papers if selected.
Module 7 <i>Racial Issues</i> 02/29	Assigned readings include: <i>Hamilton,</i> Shopping while black - Wikipedia, (2) Shopping While Black - Social Experiment - YouTube.	We address these essential questions: <i>Why are Blacks targeted more than Whites?</i> <i>What does skin color signal to retailers and other marketers?</i>	02/29 Papers are due if selected.
Module 8 <i>Midterm Exam</i> 03/07	All materials discussed or assigned to date.	Exam is four essays taken directly from the information provided.300 words maximum per answer.	03/07
Module 9 <i>Special Topics 1</i> 03/21	Assigned readings include: <i>Mabo,</i> Australia's indigenous people say they're still suffering legacy of British colonialism - BBC News (youtube.com).	We address these essential questions: <i>What rights should aboriginal people have to land and other resources?</i> <i>What role does racial discrimination play in access to these resources?</i>	03/21 Papers are due if selected.
Module 10 <i>Special Topics 2</i> 03/28	Assigned readings include: <i>Abortion in America,</i> <i>Abortion Worldwide.</i>	We address these essential questions: <i>What is at the center of the debate in the U.S.? What is the impact on female reproductive and other rights?</i>	03/28 Papers are due if selected.
Module 11 <i>Special Topics 3</i> 04/04	Assigned readings include: <i>Buchenwald, Introduction to the Holocaust</i> (Introduction to the Holocaust: What was the Holocaust? Holocaust Encyclopedia (ushmm.org).)	We address these essential questions: <i>Why did the Holocaust happen? How are people dehumanized?</i>	04/04 Papers are due if selected.

Week/ Topic	Readings & Media	Activities & Orientation	Due Date
Module 12 <i>Special Topics 4</i> 04/11	Assigned readings include: <i>Maximum Security Prison,</i> <i>Gonzales Tedx Talk.</i>	We explore these essential questions: <i>What is the purpose of incarceration?</i> <i>Does it achieve this purpose?</i>	04/11 Papers are due if selected.
Module 13 <i>Second Exam</i> 04/18	All materials discussed or assigned after the first exam.	Exam is four essays taken directly from the information provided. 300 words maximum per answer.	04/18
Module 14 04/25	Group consensus and development of ethical principles.	We will use the class for discussion, debate, and final articulation.	04/25
Module 15 05/02	Class concensus and development of ethical principles.	We will use the scheduled exam time for discussion, debate, and final articulation.	05/02

GRADING COMPONENTS

- Assignment 1: *Questions* are 10% of total grade
- Assignment 2: *Readings* papers are 20% of total grade
- Assignment 3: *Examinations* are 50% of total grade
- Assignment 4: *Ethical framing* is 20% of total grade

GRADING SCALE

Letter Grade	Percentage
A	95–100
A–	90–94.9
B+	85–89.9
B	80–84.9
B–	75–79.9

BUSINESS ETIQUETTE

All students must come prepared for online classes by completing all readings and assignments prior to the start of the class. For small group experiences, students are asked to keep their cameras on except when leaving their desks. Additionally, no electronic devices are to be used while the professor or students are engaging the class.

Technical Requirements

Browser Information: AU's Blackboard Support team recommends that you use Chrome or Firefox to optimize your experience and avoid incompatibility issues that can occur when accessing Blackboard with other browsers. DO NOT USE INTERNET EXPLORER. Some multimedia objects will require you to enable third-party cookies in order to play them.

AU Help Desk (focuses on all other IT issues): Answers to your technology questions are just an e-mail, instant message, or phone call away. Contact the IT Help Desk at 202-885-2550, helpdesk@american.edu, or [AskAmericanUHelp](#) to reach one of our professional staff who can answer your questions and provide general troubleshooting assistance. Students can also log on to the [Need Help Now portal](#) for support.

AU Policy on Server Unavailability or Other Technical Difficulties: The university is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty that prevents completion of a time-sensitive assessment activity, the instructors may extend the time windows and provide an appropriate accommodation based on the situation.

UNIVERSITY POLICIES

ACADEMIC INTEGRITY

Academic integrity is paramount in higher education and essential to effective teaching and learning. As a professional school, the Kogod School of Business is committed to preparing our students and graduates to value the notion of integrity. In fact, no issue at American University is more serious or addressed with greater severity than a breach of academic integrity.

Standards of academic conduct are governed by the University's Academic Integrity Code. By enrolling in the School and registering for this course, you acknowledge your familiarity with the Code and pledge to abide by it. All suspected violations of the Code will be immediately referred to the Office of the Dean. Disciplinary action, including failure for the course, suspension, or dismissal, may result.

Additional information about the Code (i.e. acceptable forms of collaboration, definitions of plagiarism, use of sources including the Internet, and the adjudication process) can be found in a number of places including the University's *Academic Regulations*, *Student Handbook*, and [website](#). If you have any questions about academic integrity issues or about standards of conduct in this course, please discuss them with your instructor.

EMERGENCY PREPAREDNESS

In the event of an emergency, American University will implement a plan for meeting the needs of all members of the university community. Should the University be required to close for a period of time, we are committed to ensuring that all aspects of our educational programs will be delivered to our students. These may include altering and extending the duration of the traditional term schedule to complete essential instruction in the traditional format and/or the use of distance instructional methods. Specific strategies will vary from class to class, depending on the format of the course and the timing of the emergency. Faculty will communicate class-specific information to students via AU email and Blackboard,

while students must inform their faculty immediately of any emergency-related absence. Students are responsible for checking their AU email regularly and keeping themselves informed of emergencies. In the event of an emergency, students should refer to the AU Student Portal, the [AU website](#), and the AU information line at (202) 885-1100 for general university-wide information, as well as contact their faculty and/or respective dean's office for course and school/college specific information.

COPYRIGHT VIOLATIONS

Copyright laws must be observed. These laws govern practices such as making use of printed and electronic materials, duplicating computer software, photoduplicating copyrighted materials, and reproducing audio visual works. The Student Conduct Code prohibits theft and the unauthorized use of documents and requires adherence to local, state, and federal law. These provisions will be enforced through the Student Conduct Code.

ACADEMIC SUPPORT SERVICES

If you have trouble in this course for any reason, please don't hesitate to consult with me. In addition to the resources of the department, a wide range of services is available to support you in your efforts to meet the course requirements.

ACADEMIC SUPPORT AND ACCESS CENTER (ASAC)

All students may take advantage of the Academic Support and Access Center (ASAC) for individual academic skills counseling, workshops, tutoring, peer tutor referrals, and supplemental instruction. The ASAC is located in Mary Graydon Center 243. Additional academic support resources available at AU include the Bender Library, the Department of Literature's Writing Center (located in the Library), the Math Lab in the Department of Mathematics & Statistics, and the Center for Language Exploration, Acquisition, & Research (CLEAR) in Asbury Hall. A more complete list of campus-wide resources is available in the ASAC. Contact (202) 885-3360 or ASAC@American.edu for more details.

KOGOD CENTER FOR BUSINESS COMMUNICATIONS

Kogod Center for Business Communications is Kogod's in-house resource for helping with your writing, public speaking, and team assignments. Wise communicators *always* welcome suggestions to improve their work. The CBC staff and peer consultants provide friendly feedback so that your business writing is clear, concise, credible, and creative. They'll also coach your individual and team presentations, providing advice on effective delivery, impactful PowerPoints, and tips for data visualization. For an appointment, go to the [Center for Business Communications](#) website or email cbc@american.edu.

INTERNATIONAL STUDENT DEVELOPMENT

Kogod's International Student Development office offers programs and resources that welcome and support our international students through their academic and cultural transitions.

We provide support for adjusting to a new culture, using academic English, developing good working relationships with classmates and faculty, and other issues. Our staff and peer mentors are ready to help all Kogod students having issues with class participation or group work, interacting with instructors, using

effective time management strategies, and other topics. Our goal is to create a rich educational and co-curricular environment where all students can be supported and successful.

Please visit [KSB International Student Development](#) website or email Shari Pattillo at pattillo@american.edu for more information.

STUDENT SUPPORT SERVICES

DIVERSITY AND INCLUSION

The Kogod School of Business considers the diversity of its students, faculty, and staff to be a strength and strives to make an inclusive environment for everyone. Dimensions of diversity include sex, race, age, national origin, ethnicity, religion, gender identity, sexual orientation, socio-economic class, political ideology, intellectual and physical ability, and primary language. Students are encouraged to speak up and share their perspectives and experiences. This class represents a diversity of backgrounds and experiences, so everyone must show respect for others. If you feel your differences may in some way isolate you from the Kogod community, please speak with the instructor to help you become an active and engaged member of our class and community.

DISABILITY ACCOMMODATIONS

If you wish to receive accommodations for a disability, please notify me with a letter from the Academic Support and Access Center (ASAC). As accommodations are not retroactive, timely notification at the beginning of the semester, if possible, is strongly recommended. To register with a disability or for questions about disability accommodations, contact the Academic Support and Access Center (ASAC) at 202-885-3360 or ASAC@american.edu.

KOGOD LAPTOP POLICY

Kogod implemented a [Laptop Policy](#) to insure that all students use a consistent set of quantitative application software products. Kogod expects all students enrolled in Kogod courses to comply with its Laptop Policy, which specifically addresses two key areas:

1. Use of Compliant Laptops in the classroom
2. Use of MS Office Professional in a Windows Operating System Environment for all Quantitative assignments

Professors will advise students at least one week prior to class when a compliant laptop device is required for a specific class session. Students are expected to submit all quantitative assignments (Excel, Access) using the MS Windows Operating Systems version of MS Office products. Visit the [Laptop Policy](#) to determine if your laptop is compliant and how to be prepared for class. Please note that the University Computer Labs feature devices that allow students to complete assignments outside of the classroom.

DEAN OF STUDENTS OFFICE

The [Dean of Students Office](#) offers individual meetings to discuss issues that impact the student experience, including academic, social, and personal matters; making referrals to appropriate campus

resources for resolution. Additionally, while academic regulations state that medical absences are to be excused, if faculty require documentation to verify the student's explanation, such documentation should be submitted to the Dean of Students. The office will then receive the documentation and verify the medical excuse. Faculty have the discretion to approve absences and do not need permission from the Dean of Students to excuse absences. Students should be sent to the Dean of Students only if faculty require further proof or if they have concerns about the impact of absences on the student's ability to succeed. Contact the Dean of Students by phone (202) 885-3300 or email dos@american.edu.

INTERNATIONAL STUDENT AND SCHOLAR SERVICES

[International Student & Scholar Services](#) has resources to support academic success and participation in campus life including academic counseling, support for second language learners, response to questions about visas, immigration status and employment and intercultural programs, clubs and other campus resources. (202-885-3350, Butler Pavilion 410).

LEARNING RESOURCES

LIBRARY RESOURCES

Please visit [University Library webpage](#) for library resources.

DISCLAIMER

The instructor reserves the right to make modifications to this information throughout the semester.

BIO

Ronald Paul Hill, Ph.D. in business administration from the University of Maryland, is the Dean's Professor of Marketing and Public Policy at the American University, Kogod School of Business. He has authored over 200 journal articles, books, chapters, and conference papers on topics that include impoverished consumer behavior, marketing ethics, corporate social responsibility, human development, and public policy. Outlets for this research are *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Marketing*, *Business and Society*, *International Journal of Research in Marketing*, *Human Rights Quarterly*, *Journal of the Academy of Marketing Science*, and *Harvard Business Review*. He served as the Vice President of Publications for the American Marketing Association, and he is Editor-in-Chief of the Responsible Research in Business and Management Honor Roll. His term as Editor of the *Journal of Public Policy & Marketing* extended July 2006 until June 2012, and he served as Editor of the *Journal of Consumer Affairs* 2018-2022. Awards include Williams-Qualls-Spratlen Multicultural Mentoring Award of Excellence, Villanova University Outstanding Faculty Research Award, Pollay Prize for Excellence in the Study of Marketing in the Public Interest, AMA Marketing and Society Special Interest Group Lifetime Achievement Award, Alan N. Nash Distinguished Doctoral Graduate Award, and VSB McDonough Family Faculty Award for Research Excellence. His 2014 article won the *Journal of Public Policy & Marketing* Thomas Kinnear Award in 2016, his 2015 *Journal of Consumer Affairs* article won the best paper award in 2016, and his 2015 *Journal of Macromarketing* article won the Slater Award in 2016. He also was awarded the Marketing Management Association Master Scholar Award, and he was given AMA William L. Wilkie Marketing for a Better World Award. In 2023 he received the Outstanding Scholarship, Research, Creative Activity and Other Professional Contributions Award at American University.