

LSC Use Only Proposal No:	UWUCC Use Only Proposal No: 10-686.	Senate Action Date: App-4/19/11
LSC Action-Date:	UWUCC Action-Date: App-4/5/11	

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s) Madan Batra or Parimal Bhagat	Email Address batra@iup.edu or bhagat@iup.edu
Proposing Department/Unit Marketing	Phone 7-5776 or 7-3315

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

New Course                       Course Prefix Change                       Course Deletion

Course Revision                       Course Number and/or Title Change                       Catalog Description Change

Current course prefix, number and full title: \_\_\_\_\_

Proposed course prefix, number and full title, if changing: MKTG 446/546 Marketing Ethics Proposal for creating New Dual Level Course

2. Liberal Studies Course Designations, as appropriate

This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

Liberal Studies Learning Skills     Liberal Studies Knowledge Area     Liberal Studies Capstone     Liberal Studies Elective

Liberal Studies Competency-Across-the-Curriculum (please mark the CAC(s) for which the course is intended)

Global Citizenship                       Information Literacy                       Oral Communication

Quantitative Reasoning                       Scientific Literacy                       Written Communication

3. Other Designations, as appropriate

Honors College Course                       Other: (e.g. Women's Studies, Pan African)

4. Program Proposals

Catalog Description Change     Program Revision     Program Title Change     New Track

New Degree Program     New Minor Program     Other

Current program name: \_\_\_\_\_

Proposed program name, if changing: \_\_\_\_\_

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)		03/11/11
Department Chairperson(s)	bhagat@iup.edu	3/1/11
College Curriculum Committee Chair		3/1/11
College Dean		3/1/11
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signatures (with title) as appropriate:		
UWUCC Co-Chairs		4/7/11

APPENDIX D

GRADUATE CURRICULUM AUTHORIZATION FORM

Check As Appropriate:

- Expedited Review
- Level I ⇒ New Program  or Program Revision
- Level II ⇒ Degree Program Revision  or New/Revised COR
- Level III Minor Program Revision
- Application for COR Renewal
- Deletion Course  or Track  or Minor  or Program
- Variability in Program Delivery
- Program Reactivation
- New Course ⇒ Enter CIP Code (Contact Registrar's Office): 999999
- Major Course Revision
- Minor Course Revision
- Dual-Level or Cross Listing
- Distance Education

Description of Proposal: MKTG 446/546 Marketing Ethics  
(New Dual Level Offering)

Department: Marketing

Author or Contact Person: Madan Batra (batra@iup.edu) or Parimal Bhagat (bhagat@iup.edu)

SIGNATURES OF APPROVAL

Academic Integrity Resource	Implications	Email Address	Date
Department Curriculum Committee Chair:	<u>[Signature]</u>		<u>3/1/11</u>
Department Chair:	<u>[Signature]</u>	<u>bhagat@iup.edu</u>	<u>3/1/11</u>
TECC Chair:			
College Curriculum Committee Chair:	<u>[Signature]</u>		<u>3/1/11</u>
College Dean:	<u>[Signature]</u>		<u>3/3/11</u>
Graduate Dean:			
Provost:			
Graduate Com. Chair:			

COMMENTS: \_\_\_\_\_

APPROVE EXPEDITED REVIEW \_\_\_\_\_

Dean's Associate, SGSR Dean, SGSR Provost UWGC Chairs

If any signatory above wishes to decline expedited review, write "Decline" on the appropriate signature line and return the proposal to the SGSR Dean's Associate.

To sign off on resource implications, confirm that detailed justification of resource sufficiency has been made and approved.

## **B. Proposal Format and Content**

### **B1. Graduate Curriculum Authorization Form (Appendix D)**

Attached as cover page.

### **B2. Course Description and Particulars**

#### **a. Attachments:**

- i. Course Syllabus: Attached
- ii. Bibliography: provided in the attached syllabus of record

b. **Rationale:** Marketing Ethics domain knowledge has grown to be a critical element in marketing education at both the undergraduate and graduate levels. An acute awareness of this domain is considered essential for a sustainable marketing program in any corporation. This course will be one of the electives for the Marketing Concentration part of the MBA program. The course will require the graduate core course in marketing (MKTG 603) as its prerequisite. The four hundred level of the course will be offered as an elective for undergraduate marketing majors.

#### **c. Other courses or programs:**

- (i) The course content will not overlap with any course offered by other departments.
- (ii) No other department is planning to use this course as a requirement or elective.

d. **Variable credit:** This course will be not offered on a variable credit

e. **Teaching Plans:** It will be primarily a lecture-based course and will be taught by one instructor.

f. **Special Topics:** This course has not been offered as a Special Topics class.

g. **Comparisons:** Attached

h. **Standards:** The Association to Advance Collegiate Schools of Business – International (AACSB) recommends, but does not require, this course in its accreditation standards.

### **B3. Implementation**

a. **Resources:** The corresponding proposed undergraduate course will perhaps be offered once a year. The dual listed course will follow the same pattern without impacting any resource issue. This elective will be rotated with the other electives in the program and thereby not require any additional resources.

b. **Frequency:** The course may be offered once a year as a dual-level course.

c. **Enrollment:** About 35 students. There are no additional constraints on class size.

### **B4. Catalog Description**

Attached

### **B5. Logistics**

a. START TERM: Fall 2011

b. The registrar's office has confirmed that the course number is available.

c. CIP code is 999999.

d. CATALOG TERM is Fall 2011.

### **B6. Miscellaneous None**

## Catalog Description

### **MKTG 446/546 Marketing Ethics 3c-01-3cr**

The course applies major ethical theories to marketing problems, focuses on resolving conflicting dilemmas and vested interests of primary and secondary stakeholders, and addresses ethical issues of importance to marketing managers. Various topics cover the ethical issues in relation to strategic planning, marketing research, product, pricing, distribution, and promotion decisions. The course also discusses issues concerning digital ethical marketing, marketing ethics in global context, and managing and leading marketing ethical systems.

#### **Prerequisite:**

For MKTG 446:      MKTG 320 Principles of Marketing  
For MKTG 546:      MKTG 603 Marketing Management

## **SAMPLE SYLLABUS OF RECORD**

### **I. CATALOG DESCRIPTION:**

**MKTG 446 Marketing Ethics**      3 Class hours 0 lab hours, 3 Credits (3c-01-3cr)

**MKTG 546 Marketing Ethics**      3 Class hours 0 lab hours, 3 Credits (3c-01-3cr)

#### **Prerequisite:**

For MKTG 446:      MKTG 320 Principles of Marketing

For MKTG 546:      MKTG 603 Marketing Management

Applies major ethical theories to marketing problems, focuses on resolving dilemmas and vested interests of primary and secondary stakeholders, and addresses ethical issues of importance to marketing managers. Various topics cover ethical issues in relation to strategic planning, marketing research, product, pricing, distribution, and promotion decisions. The course also discusses issues concerning digital ethical marketing, marketing ethics in global context, and managing and leading ethical marketing systems.

### **II. COURSE OBJECTIVES:**

Upon completion of the course, students will be able to:

#### **MKTG 446 (undergraduate students):**

1. comprehend and apply the major ethical theories to marketing problems
2. understand the relevance of stakeholders to marketing decisions
3. analyze case situations presenting ethical marketing dilemmas
4. comprehend ethical issues of importance to marketing managers
5. strengthen their analytical and communication (oral and written) skills

#### **MKTG 546 (graduate students):**

In addition to the above:

6. Apply the theoretical models of ethical behavior to a contemporary real-world situation.

### **III. TOPICAL OUTLINE:**

1. **Ethics, Business and Marketing—Why Now? (3 hours) (objectives 1, 2 and 6)**
  - a. Overview of Marketing Ethics Frameworks

- b. Philosophical, Sociological, Religious, and Economic Perspective of Marketing Ethics
  - c. Managing the Ethical Organization—American Marketing Association Code of Ethics
  - d. Stakeholders Theory
  - e. Marketers' Response to Ethical Problems: Ethical Decision-making Guides, Self-regulation, Codes of Ethics, Top Management Actions, Ethics Training Programs, Ethics Advisors, and Ethics Courses
2. **Marketing Ethics and Social Responsibility (3 hours) (objectives 1, 3, and 6)**
    - a. Pyramid of Corporate Social Responsibility (CSR)
    - b. Ethical and Philanthropic Components of CSR
  3. **Ethics and Strategic Market Planning (3 hours) (objectives 3, 4 and 5)**
    - a. Segmentation
    - b. Targeting
    - c. Positioning
  4. **Ethics, Marketing Research, and Competitive Intelligence Gathering (3 hours) (objectives 2, 3, and 4)**
    - a. Ethical Issues in Gathering Information from Customers
    - b. Ethical Issues and Clients
    - c. Ethics and Competitive Intelligence
  5. **Ethics and Product Policy (3 hours) (objectives 2, 3 and 4)**
    - a. The Product Development Process
    - b. Counterfeit Products
    - c. Ethical Issues Related to Product Decisions
  6. **Ethics and Pricing Decisions (3 hours) (objectives 2, 3 and 4)**
    - a. Fairness
    - b. Transfer Pricing
    - c. Other Ethical Pricing Issues
  7. **Ethics, Sales Management, and Selling Decisions (3 hours) (objectives 2, 3 and 4)**
    - a. The Sales Position
    - b. The Salesperson, the Customer, and Ethics
    - c. The Salesperson, Competitors, and Ethics
    - d. The Salesperson, the Sales Organization, and Ethics

- 8. Exam I (3 hours)**
- 9. Ethics and Advertising Decisions (3 hours) (objectives 2, 3 and 4)**
- How Far Should Advertising go in attempting to be Persuasive?
  - Regulation of Advertising
  - The Advertising Dilemma
- 10. Ethics and Distribution Decisions (3 hours) (objectives 2, 3 and 4)**
- Ethics and the Quest for Power
  - Ethics in Retailing Decisions
  - Gray and Black Markets
  - Ethics and Purchasing in the Distribution Channel
  - Ethics in Managing the Channel of Distribution
- 11. Digital Ethical Marketing (3 hours) (objectives 2, 3 and 4)**
- Ethical Marketing with Technology
  - Ethics and Direct Marketing
  - Ethics and Customer Relationship Management
  - Social Media Ethics
- 12. Managing Ethics in Global Markets (3 hours) (objectives 2, 3 and 4)**
- International Marketing Ethics Framework
  - General Ethical Guidelines for a Global Context
- 13. Marketing Ethical Systems (3 hours) (objectives 2 and 6)**
- Managing the Ethical Organization—Leadership
  - Factors Affecting Ethical Decision Making in Organizations
  - The Interaction between Organization Factors & Individual Factors
- 14. Class Presentations and Report Submission (3 hours) (objective 5 and 6)**

**Final Exam Week (2 hours) Exam II**

**IV. Course Evaluation**

**For MKTG446:**

- Exams (objectives 1-4) 40 percent
- Case analyses (objectives 1-4) 40 percent
- Class participation and presentations/Online discussions(objectives 4, 5)20 percent

**For MKTG 546:**

- |  |            |
|--|------------|
| 1. Exams (objectives 1-4)  | 40 percent |
| 2. Case analyses (objectives 1-4)  | 20 percent |
| 3. Research paper (objectives 4, 5 and 6)  | 20 percent |
| 4. Class participation and presentations/Online discussions (objectives 4, 5, 6) | 20 percent |

**V. Grading Scale****For MKTG 446 (undergraduate students):**

- |                       |   |
|-----------------------|---|
| 1. 90 and above       | A |
| 2. 80 to less than 90 | B |
| 3. 70 to less than 80 | C |
| 4. 60 to less than 70 | D |
| 5. Less than 60       | F |

**For MKTG 546 (graduate students):**

- |                       |   |
|-----------------------|---|
| 1. 90 and above       | A |
| 2. 80 to less than 90 | B |
| 3. 70 to less than 80 | C |
| 4. Less than 70       | F |

**VII. Required Text Book**

1. George G. Brenkert, *Marketing Ethics*, Blackwell, 2008, 256pp. (paperback), ISBN 9780631214236

**Additional Relevant Books**

1. Lawrence B. Chonko, *Ethical Decision Making in Marketing*, Sage Publications, 1995, 315pp., ISBN 0-8039-5546-4(P)
2. G. R. Laczniak & P. E. Murphy, *Ethical Marketing Decisions: The Higher Road*, 1993 Prentice Hall
3. Murphy, Laczniak, Bowie, Klein, *Ethical Marketing*, 2005 Prentice Hall
4. Murphy, Laczniak, Bowie, Klein, *Marketing Ethics: Cases and Readings*, 2005 Prentice Hall, ISBN-13: 9780131330887
5. Schlegelmilch, B, *Marketing Ethics – An International perspective*, 1997 Cengage Learning Business Press, ISBN-13: 978-1861521910
6. Smith, N. C. & Quelch, J. (1993). *Ethics in marketing*. Homewood: Irwin



## **Illustrative Cases**

Ethics of Offshoring: Novo Nordisk and Clinical Trials in Emerging Economies by Klaus Meyer

Cause-Related Marketing: More Buck than Bang? by Matthew Berglind, Cheryl Nakata

bp and Corporate Greenwash by Michael Sider

Black & Decker Corp.: Spacemaker Plus Coffeemaker (B) by N. Craig Smith

The Dannon Company: Marketing and Corporate Social Responsibility by Christopher Marquis, Pooja Shah, Amanda Tolleson, Bobbi Thomason

The Bottom-line Benefits of Ethics Code Commitment by K. Matthew Gilley, Chris Robertson, Tim Mazur

When Marketing Practices Raise Antitrust Concerns by Darren Bush, Betsy D. Gelb

Uptown Cigarette (A1) by Robbin Derry, Sachin Waikar

Does It Pay to Be Good? by Remi Trudel, June Cotte

Norway Sells Wal-Mart by Robert C. Pozen

## **Video Case**

Ethics in Marketing, Video by John A. Quelch

## **Case Analysis Decision Model for Resolving Ethical Marketing Issues**

I. Determine the Facts—What, Who, When, Where

(What do we know or need to know, if possible, that will help define the problem?)

II. Define the Ethical Issue

(Make sure precisely what the ethical issue is. For example, conflict involving rights, question over limits of obligation on safety, responsibility to a certain stakeholder, etc.).

III. Identify Major Principles, Rules, Values

(For example, what ethical theories relate most closely to this issue? virtue ethics [integrity, fairness, respect for persons] duties [recall Kant's formulations], consequences—greatest good.)

IV. Stakeholder Analysis

(Who are the most important stakeholders? Distinguish between primary—those with direct contractual relationship; indirect—those with an abiding interest; and secondary—those with a potential or distant interest.)

#### V. Specify the Alternatives

(List the major alternative courses of action, including those that represent some form of compromise or point between simply doing or not doing something. Also list the pros and cons of each alternative.)

#### VI. Compare Principles, Values and Consequences with Alternatives

(Determine if there is one principle/theory or value, or combination, which is so compelling that the proper alternative is clear, e.g., correcting a defect that is almost certain to cause loss of life. Identify short and long term, positive, and negative consequences for the major alternatives. Short run gain or loss should usually be overridden by long run considerations.)

#### VII. Make and Justify Your Decision

(Select the alternative that best fits your primary principles or values. How would you argue for your decision when others might disagree with you?)

#### **Illustrative Research Paper Titles for Marketing Ethics Class**

Advertising and Teens: Are Beer and Alcohol Companies Acting Responsibly?

An Ethical Analysis of the Sweepstakes Marketing Industry

Comparative Advertising and its Culminating Effects on Society

Direct to Consumer Advertising of Prescription Drugs: Unethical?

Environmental and Product Safety Ethics: Recreational Motorsports—Are Manufacturers and the Industry Doing Enough?

How Much to Promise to Customers?

Is Barbie Harmful? How Marketing of Dolls for Young Girls Affects Body Image

Marketing Sex to Teens

Using Sex to Sell Women's Sports: The Relationship between Athletics and Sex

#### **VIII. References**

Batra, M. M. & Klein, A. (2010). An overview of frameworks for analyzing marketing ethics. *Journal of Northeastern Association of Business, Economics and Technology*, Fall (forthcoming).

Batra M. M. & Klein, A. (2010). An economic perspective of international marketing ethics. *Journal of Current Research in Global Business*, Fall (forthcoming).

- Byramjee, F., Klein, A. & Batra, M. M. (2010) Ethical violations in advertising—Nature, Consequences and Perspectives. *Applied Business Review*, Fall (forthcoming).
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- Kilbourne, W. E. (2004). Globalization and development: An expanded macromarketing view.

*Journal of Macromarketing*, 24(2), 125-135.

Knouse, S. B., Hill, V. D., & Hamilton III, J. B. (2007). Curves in the high road: A historical analysis of the development of american business codes of ethics. *Journal of Management History*, 13(1), 94-107.

Laczniak, G. R. (1983). Framework for analyzing marketing ethics. *Journal of Macromarketing*, 3(1), 7-18.

Malhotra, N. K. & Miller, G. L. (1998). An integrated model for ethical decisions in marketing research. *Journal of Business Ethics*, 17(3), 263-280.

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Mayo, M. A. & Marks, L. J. (1990). An empirical investigation of a general theory of marketing ethics. *Journal of the Academy of Marketing Science*, 18(2), 163-171.

Murphy, P. E. (1999). Character and virtue ethics in international marketing: An agenda for managers, researchers and educators. *Journal of Business Ethics*, 18(1), 107-124.

Murphy, P. E., Laczniak, G. R., & Wood, G. (2007). An ethical basis for relationship marketing: A virtue ethics perspective. *European Journal of Marketing*, 41(1/2), 37-57.

Nantel, J. & Weeks, W. A. (1996). Marketing ethics: is there more to it than the utilitarian approach. *European Journal of Marketing*, 30(5), 9-19.

Nil, A. L. & Shultz II, C. J. (1997). Marketing ethics across cultures: Decision-making guidelines and the emergence of dialogic idealism. *Journal of Macromarketing*, 17(2), 4-19.

Paul, P., Abhijit, R., & Mukhopadhyay, K. (2006). The impact of cultural values on marketing ethical norms: A study in India and the United States. *Journal of International Marketing*, 14(4), 28-56.

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Rallapalli, K. C. (1999). A paradigm for development and promulgation of a global code of marketing ethics. *Journal of Business Ethics*, 18(1), 125-137.

Rawls, J. (1971). *A theory of justice*. Boston: Harvard University Press.

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Wotruba, T. R. (1990). A comprehensive framework for the analysis of ethical behavior, with a focus on sales organizations. *Journal of Personal Selling & Sales Management*, 10(2), 29-42.

## Course Analysis Questionnaire

### A. Details of the Course

- A1. This course is one of the controlled electives for students in the BS in Marketing Program and the 500 level will serve as one of the electives in the Marketing Concentration of the MBA program. This course is not intended to be a Liberal Studies course.
- A2. This course does not require changes in any other course in the department. A program revision of the BS in Marketing will include this course among the controlled electives.
- A3. This course has not been offered as a special topics course.
- A4. This course is intended to be dual level.
- A5. This course is not to be taken for variable credit.
- A6. Similar courses are offered at the following institutions, among others (see attachments):
- State University of New York, Empire State College  
University of Detroit, Mercy – Undergraduate course  
University of Detroit, Mercy - Graduate
- A7. No professional society, accrediting authority, law or other external agency recommends or requires the content or skills of this proposed course. However, the American Marketing Association, the premier professional association for marketing professionals, recognizes this topic as an important domain of knowledge.

### B. Interdisciplinary Implications

- B1. This course will be taught by one instructor.
- B2. The content of this course does not overlap with any other at the University.
- B3. This course is not cross-listed.
- B4. Necessary seats will be reserved for students from School of Continuing Education upon their request.

### C. Implementation

- C1. No new faculty member is required to teach this course. The assigned instructor will adjust his or her schedule to allow for this course. This course will be counted as one preparation and three hours of equated workload.
- C2. Other resources:

- a. Current space allocations are adequate to offer this course.
- b. No special equipment is needed for this course.
- c. No laboratory supplies are necessary for this course.
- d. Library holdings are adequate.
- e. No travel funds are needed for this course.

C3. No grant funds are necessary to provide supplementary materials.

C4. This course may be offered every other semester.

C5. One section will be offered at a time.

C6. Up to 35 students can be accommodated in this class in which students do a considerable amount of research, writing and development.

C7. No professional society recommends enrollment limits or parameters for this course.

C8. This course does not currently involve the use of distance education.

**D. Miscellaneous**

No additional information is necessary.




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Liberal Study

Upper Level

Credits: 2

Term(s) Offered (Subject to Change) : Jan. Sep.

For Books and Materials List Go to the [Online Bookstore](#)

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### Course Description:

This course will enable future marketers to form their individual perspective on ethical marketing. Through exploring issues and problems surrounding consumerism, shareholder accountability and globalism, an ethically directed marketing function is considered. Through scenario analysis, the way forward for ethical decision-making in marketing management is planned.

Prerequisite: Principles of Marketing or equivalent.

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### Course Descriptions



#### BUS 1500

**Introduction to Business** 3 credits

Prerequisite: Freshman or Sophomore standing.

A study of the functions of the business organization as they relate to both the internal and external operating needs of the firm. The historical development of the industrial organization is examined, together with the structure, process, and behavior of the firm. Effects of government and economic systems are investigated.

#### BUS 2310

**Business Law I** 3 credits

A study of the law as it relates to organizational activity. Material covered includes courts and procedures, sources of American Law, the Constitution; administrative law, contracts, business torts and crimes, business organizations including partnerships, limited liability companies and corporations. Also included are regulations placed upon business including S.E.C. regulations and anti-trust.

#### BUS 2900

**Personal Finance** 3 credits

This course does not fulfil a concentration requirement for Business Administration majors. Emphasis is on personal financial planning. Numerous topics are covered including types of consumer credit; auto, home and life insurance; auto leasing; savings and investing; retirement planning; and various tax related issues.

#### BUS 3110

**Organizational Management** 3 credits

Prerequisite: Junior standing.

A study of the evolution and development of the work organization with emphasis on the relations among structures, processes, and behaviors of people in organizations. Topics include: structure, environment, administrative systems, decision making and organizational theory.

#### BUS 3120

**Principles of Marketing** 3 credits

intermediaries. Retailing management topics include location, purchasing, width, depth and consistency of offerings, store layout, pricing, merchandising, and profitability.

**BUS 4830****New Product Management 3 credits**

Prerequisite: BUS 312.

Studies the new product/service development and marketing process from concept development and testing, pretest and test marketing, to forecasting national demand, and national launch. Recent best new products and services will be examined together with product failures. Exercises in creating, discovering, inventing and innovating new product/service ideas and market opportunities will be emphasized.

**BUS 4840****Ethics in Marketing 3 credits**

Prerequisite: BUS 312.

The role of ethics in new and old product development, marketing research, distribution, channels, pricing, promotion, advertising and retailing management are discussed. Rights, duties and responsibilities of marketing managers and consumers in relation to safe, environment-protective, traditional values-preserving products and services are also discussed.

**BUS 4870****Global Marketing Strategies 3 credits**

Prerequisite: BUS 312.

Explores and analyzes current global markets and marketing strategies in relation to their political, financial and cultural risk and opportunity. Specific topics include: Global technological alliances for developing core competence, products and services; globalization versus customization of the product mix; great global product successes and failures; assessing global markets such as NAFTA, EU, LAIA and MERCOSURE, CIS, ECOWAS, ASEAN, China and the Pacific Rim; and ethics of global marketing strategies.

**BUS 4890****Marketing Strategy 3 credits**

Prerequisite: Senior Standing and BUS 312.

A capstone course discussing comprehensive marketing mix strategies. Current successful and unsuccessful products and services will be analyzed using a case format.

**BUS 4920****Directed Studies in Business 1-6 credits**

Prerequisite: Senior standing and approval of program director.

An intensive study of special topics in the field of business, directed by members of the faculty. This course is generally open only to students with a cumulative grade point average of 2.75 or above who have achieved senior standing in business; it is designed to serve as an advanced elective course and cannot be used to substitute for required course work.

**BUS 4940****International Studies in Business 3-6 credits**

Prerequisites: Senior standing and approval of program director.

# UDM College of Business Administration



## MBA Graduate Courses

### Master of Business Administration

#### MBA 510

##### **Organization in Society: Legal Environment of Business** 3 credits

A study of law and the changing social environment of the work organization. Constitutional protection of individual freedoms. Current legislation. Law by judicial decisions and by administrative agencies. Property rights, consumer protection. Law of organizations.

#### MBA 512

##### **Statistical Analysis and Models for Decision Making** 3 credits

Concepts and techniques of statistical analysis. Probabilities, frequency distributions, sampling, estimation, statistical inference, regression. Analysis of variance, forecasting, time series analysis and other statistical models.

#### MBA 514

##### **Organizational Behavior: Management and Motivation** 3 credits

An introduction to models of individual and group motivation and decision making processes and their implications for effectively leading and managing individuals and groups to achieve superior performance in organizations. Effects of variables such as organizational structures and reward systems on members' satisfaction and performance.

#### MBA 516

##### **Marketing Management** 3 credits

(Prerequisite: ECN 510.) A study of the marketing concept, marketing environment and marketing functions within the context of the operations of a business or organization. Planning, organization, and control of four key elements of marketing: product, price, place and promotion. Consumer behavior, marketing research and multinational marketing concepts.

#### MBA 518

##### **Financial Management** 3 credits

(Prerequisites: ACC 510, ECN 510, MBA 510.) This course emphasizes financial theory and applications. It is intended to develop the students' ability to evaluate the investment and financing decisions of business and social organizations.

#### MBA 519

##### **Production and Operations Management** 3 credits

Prerequisite: MBA 512.) An introduction to the concepts and techniques of modern operations management. Design and structuring of operating systems, production planning, inventory control, material requirements planning, project management. Facilities layout, process and job design. Quality control. Software packages are utilized in the application of these topics.

data, evaluation and effective presentation of findings. Behavioral science aspects of research as well as statistical techniques.

**MBA 553****Consumer Behavior 3 credits**

(Prerequisite: MBA 524.) Current theories and research on the behavior of consumers studied from the viewpoint of marketing management decisions, planning and research. Consideration of the behavioral science concepts underlying the study of consumer behavior.

**MBA 554****Social Marketing and Marketing Ethics 3 credits**

(Prerequisite: MBA 524.) Recent developments in marketing ethics, macromarketing theory and codes of marketing conduct. Legal, moral, ethical and social aspects of current marketing strategies in relation to contemporary buyer-seller institutions and government regulation-deregulation frameworks. New macromarketing developments such as social and societal marketing, ecological marketing, negative marketing and consumerism.

**MBA 555****Channels Management and Logistics 3 credits**

(Prerequisite: MBA 524.) Design, implementation and evaluation of marketing channels. Channel theory, channel member interactions, retail marketing systems, wholesaling, franchising and logistics concepts (transportation, warehousing, location analysis). Pricing issues, regulatory impact and deregulation, particularly in the international markets.

**MBA 556****Seminar in Services Marketing 3 credits**

(Prerequisite: MBA 524.) An integration of theories pertaining to a new concept of services marketing through an understanding of consumer behavior in the service encounter. Evaluation and selection of target markets, service market development and analysis, quality, price determination and marketing communication. Financial services (banking, insurance, brokerages), transportation, hospitality, travel, restaurants, entertainment, telecommunication, hospitals, religious and teaching institutions and other professional services (including those provided by architects, engineers, legal and accounting).

**MBA 557****Sales Management 3 credits**

(Prerequisite: MBA 524.) The interrelationship of personal selling and strategic marketing with emphasis on salesmanship, personal selling objectives, and sales/marketing policies. An in-depth analysis of sales force management and techniques of controlling sales effort, including sales budget, territorial quotas, sales and cost analysis.

**MBA 558****Global Marketing Management 3 credits**

(Prerequisite: MBA 524.) The organization's marketing problems and opportunities as an exporter, licensor or manufacturer in a foreign country. Functions of marketing on an international basis. Differences in cultural, political and economic environments. Integration and coordination of diverse marketing plans into a multinational firm's world-wide marketing strategy.

**MBA 559****Comprehensive Marketing and Strategies 3 credits**

(Prerequisite: MBA 524.) A capstone course in Marketing which will incorporate other functional areas such as accounting, finance, MIS, personnel and production into designing and evaluating

**MAR 6936  
Marketing Ethics  
Spring 2006**

<b>INSTRUCTOR:</b>	<b>Ronald Paul Hill, Ph.D.</b>	<b>OFFICE HOURS:</b>	
<b>OFFICE:</b>	<b>Bayboro Third Floor</b>	<b>MONDAY:</b>	
<b>OFFICE PHONE:</b>	<b>553.4766</b>	<b>TUESDAY:</b>	<b>By appointment</b>
<b>HOME PAGE:</b>		<b>WEDNESDAY:</b>	
<b>FAX:</b>	<b>553.4192</b>	<b>THURSDAY:</b>	<b>By appointment</b>
<b>EMAIL:</b>	<b><a href="mailto:rphill@stpt.usf.edu">rphill@stpt.usf.edu</a></b>	<b>FRIDAY:</b>	
<b>CLASSROOM:</b>	<b>ICOT/Epicenter 306</b>		
<b>TIME:</b>	<b>6PM to 8:50PM</b>		

**[1] COURSE SPECIFIC SECTION**

**Course Prerequisite and Grade Requirements:**

No requirements beyond good standing in the MBA program or permission of the Professor.

**Course Description:**

This course focuses on the impact of the marketing system, broadly construed, on a variety of external stakeholders. As expected, the ethical component of organizational decision making is central to the establishment of long-term relationships with a variety of constituencies including the firm's customers. Students will face actual decisions made previously by individuals or organizations through articles and classroom discussions, and models of ethical behavior will be presented from recent research. One project will involve the evaluation and development of a marketing code of ethics for your current employer.

**Course Objective(s):**

The objectives of this course are to expose graduate students to the current academic and practitioner discourse on marketing ethics, to have them develop a framework for responsible actions within the marketing function of their firms, and to learn how to assess the potential positive and negative consequences of market-driven behavior.

**Required/Supplementary Text(s):**

LaFollette, Hugh (2002), *Ethics in Practice: An Anthology*, Blackwell: Malden, MA.

Articles written by the Professor that will be available on Blackboard.

**Determination of Final Grade:**

Final grades for this class will be dependent upon performance on the following:

1. Verbal and written presentations of LaFollette articles 25%
2. Verbal and written presentation of outside reading 10%
3. Development and explication of marketing code of conduct 40%

4. Final group ethics audit and performance

25%

**Course Policies:**

The expectation is that students will make every effort to attend classes and show up on time. Refreshments are limited to nonalcoholic drinks unless determined by the class in advance. Students and the Professor are expected to prepare all materials and engage in lively discussion. Positive reactions are encouraged as well as sensitive critical remarks. Special sensitivity to alternative perspectives is required.

**Tentative Course Schedule/Outline:**

- January 12<sup>th</sup>—Discussion of course requirements; sharing of e-mail addresses; Marketing Ethics and Morality; Hill and Watkins (working paper)
- January 19<sup>th</sup>—Social Justice Roundtable at Studio@620; St. Petersburg, FL
- January 26<sup>th</sup>—Marketing and the Environment; LaFollette (environment); Hill and Dhanda (2004)—LA-Aaron; AT--Matt
- February 2<sup>nd</sup> & 9<sup>th</sup> Marketing and Distributive Justice; LaFollette (economic justice); Hill (2002b); Hill (2005)—LA-Brett; AT-Justin
- February 16<sup>th</sup>—Marketing and Abortion Services; LaFollette (abortion); Patterson, Hill, and Malloy (1995)—LF-Cathleen; AT-Audrey
- February 23<sup>rd</sup> & March 2<sup>nd</sup>—Marketing and Corporate Social Responsibility; LaFollette (virtues); Hill, Stephens, and Smith (2003); Hill (2002a)—LA-Bryan; AT-Lauren; AT-Aaron
- March 9<sup>th</sup>—Marketing and Discrimination; LaFollette (sexual and racial discrimination); Stephens, Hill, and Gentry (2005); Hill & Dhanda (1999)—LA-Lauren; AT-Scott “D”
- March 23<sup>rd</sup> & 30<sup>th</sup>—Marketing and Risk; LaFollette (paternalism and risk); Hill (1994); Hill, Ramp, and Silver (1998)—LA-Justin; AT-Brett; LA-Scott “B”; AT-Cathleen
- April 6<sup>th</sup> & 13<sup>th</sup>—Marketing and Globalization; LaFollette (world hunger and international justice); Hill and Adrangi (1999); Hill and Dhanda (2004)—LA-Audrey; AT-Bryan; LA-Scott “D”
- April 20<sup>th</sup>—Marketing and Free Speech; LaFollette (free speech); Stephens, Hill, and Hanson (1994)—LA-Matt; AT-Scott “B”
- April 27<sup>th</sup>—Individual codes of ethics presentations
- May 4<sup>th</sup>—Marketing ethics roundtable

**Key Leadership Skill(s) and Perspectives Addressed in This Course:**

Interpersonal and Communication Skills	Analytical and Critical Thinking Skills	Information Technology Skills	Reflective Thinking and Experiential Learning	Ethical and Social Consciousness	Multicultural Competence
X	X		X	X	

Interpersonal and Communication Skills—Group project; verbal discussions; presentation of codes of ethics; roundtable conversations

Analytical and Critical Thinking Skills—Evaluation of chapter material and articles; development of ethics codes; roundtable negotiations

Reflective Thinking and Experiential Learning—Development and negotiation of ethics codes

Ethical and Social Consciousness—All reading material; all assignments; all discussions.

## **[2] UNIVERSITY/COLLEGE OF BUSINESS SECTION**

### **Academic Dishonesty:**

See USF Policy on **Academic Dishonesty and Disruption of Academic Process** at [www.ugs.usf.edu/catalogs/0304/adadap.htm](http://www.ugs.usf.edu/catalogs/0304/adadap.htm)

Because of the University's commitment to academic integrity, plagiarism or cheating on course work or on examinations will result in penalties that may include a grade of "F" for the specific exam or course work and a grade of "F" or "FF" for the course. Any incident of academic dishonesty will be reported to the dean of the college. Definitions and punishment guidelines for Plagiarism, Cheating, and Student Disruption of the Academic Process may be found at the web address listed above.

### **Students with Disabilities:**

Please notify your professor if you have a learning disability or require special assistance with this course. Confidential personal and learning assistance counseling are made available to students through the Division of Student Affairs. Contact R. Barry McDowell ([mcdowell@stpt.usf.edu](mailto:mcdowell@stpt.usf.edu)) for more information.

### **Religious Holidays:**

Students who must miss an examination due to a religious holiday should notify the professor during the first two weeks of class.

### **Copyrights:**

Feel free to copy and distribute course materials widely.

## BUSINESS PROGRAM LEARNING GOALS:

### [1] INTERPERSONAL AND COMMUNICATION SKILLS

- Written and verbal communication skills
- Working in a team/group environment
- Group and individual dynamics in organizations
- Influencing others toward a common goal (i.e. Leadership)

### [2] ANALYTICAL AND CRITICAL THINKING SKILLS

- Problem solving skills (from the "defining the problem" step to "implementation")
- Ability to evaluate, then choose, alternative strategies/courses of action
- Ability to prioritize
- Data analysis skills

### [3] INFORMATION TECHNOLOGY SKILLS

- Basic computer proficiency
- Ability to conduct basic research using the Internet
- Ability to use word processing, presentation, and spreadsheet software

### [4] REFLECTIVE THINKING AND EXPERIENTIAL LEARNING

- Applications Orientation
- Multidisciplinary approaches to solving management problems (ability to integrate learning from various Business disciplines)
- Service learning (may include community and University/College service)
- Internships
- Study Abroad Programs
- Personal professional development (etiquette, dress, professional conduct)

### [5] ETHICAL AND SOCIAL CONSCIOUSNESS

- Corporate social responsibility
- Ethical and legal responsibilities
- Value systems
- Personal conduct

### [6] MULTICULTURAL COMPETENCE

- Global awareness and understanding
- Diversity in both domestic and international contexts
- Cultural differences and their impact on economic/business environments