2012

670-4S Ethical Issues in Marketing

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MKTG 670: ETHICAL ISSUES IN MARKETING
XAVIER UNIVERSITY
SUMMER 2012

Friday, August 3, 6 pm – 9:30 pm
Saturday, August 4, 9 am – 5 pm
Sunday, August 5, 9 am – 5 pm
Friday, August 10, 6 pm – 9:30 pm
Saturday, August 11, 9 am – 5 pm
Sunday, August 12, 9 am – 5 pm

Smith 346

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REQUIRED TEXT
978-0-631-21423-6. Lecture notes for every chapter are on Electronic Reserves (Eres),
under my last name, course number, password (ski2), then Brenkert.

CLASS COMMUNICATION
I will use your official Xavier email for communication with the class and with individual students.
For most students, this is the email you gave when you registered for the class. If it has changed,
please contact the Registrar office or you will not get my emails.

ELECTRONIC RESERVES (Eres)
Just about everything you will need for this course in listed on the Library’s Electronic Reserves site,
under Mktg 670: Ethical Issues in Marketing. Password: ski2. All philosophy lecture notes,
readings, detailed chapter lecture notes for all 5 chapters of the required text by Brenkert, are here too.
Blackboard is not used in this course.

REQUIRED READINGS: on Library’s Electronic Reserve (Eres).
See Schedule of Events for specific dates
Bazerman, Max H., Ann E. Tenbrunsel (2011), Blind Spots: Why We Fail to Do What’s Right and What to Do about it, Princeton University Press. ISBN: (978-0691-14750-5). We will read Chapter 1 listed below. Chapter 1 is on Eres:
Chapter 1: The Gap between Intended and Actual Ethical Behavior, pages, 1-23.

Suggested (optional) Books, Readings and Articles (by year published)
McLean, Bethany, Joe Nocera (2010), All The Devils Are Here: The Hidden History of the Financial Crisis, Portfolio/Penguin Press.
TYPICAL CLASS DAY and YOUR JOB as a MARKETING ETHICIST
A typical class day will start with some discussion of logistical procedures and class announcements. Then I'll ask if there is anything that needs to be cleared up from the previous class. This is a great time to “clarify” and “verify” your thoughts. Each class, you are to take on the role of a “marketing ethicist” i.e., someone in charge of thinking and acting on moral dilemmas in marketing as they affect the firm.

HINTS FOR ALL DAY CLASSES
Lunch will always be at 12-1pm. Class ends always at 9:30pm Fridays and 5pm Saturdays and Sundays. Please feel free to bring coolers, a thermos, food, etc. You might bring a sweatshirt or light sweater too.

Let’s try and get a lot accomplished in class, face-to-face, rather than by email or later on the phone. As far as out-of-classes conversations, I prefer phone calls more than emails for moral discussions. For moral discussions, emails are inadequate, too long, and don’t allow for dialogue. In person, conversations can grow and intricate details can be explained and ironed out. The best time to ask questions is in class, so let’s use our time IN CLASS to iron out any kinks you have.

OFFICE HOURS
Summer: By appointment. Please feel free to call my home phone (513-232-9077). It is very difficult to discuss ethical issues over email. So, let’s do it in class, or on the phone.

COURSE OBJECTIVES
1. To study “Current developments in marketing as related to social issues: consumerism, social responsibility, ethical issues, and governmental roles.”
   (Source: https://bannerssb.xu.edu/pls/PROD/bwckctlg.p_display_courses).
2. To provide the student with a thorough knowledge of the major normative ethical theories.
3. To provide the student with an opportunity to apply the normative ethical theories to real-world ethical dilemmas faced by marketing practitioners.
   "Concern for social problems should never be absent; we should challenge all of our students to use the option for the poor as a criterion, making no significant decision without first thinking of how it would impact the least in society."
5. To integrate into class discussions what might be called “The Gifts of Ignatian Heritage.”

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1 Material from this section of the syllabus was taken from an article written by George W. Traub, S.J. PhD, and Debra K.
The gifts fit nicely into a marketing ethics class. The gifts\(^2\) are a) Mission, b) Reflection, c) Discernment, d) Solidarity and Kinship, and e) Service Rooted in Justice and Love.

6. To integrate into class discussions issues relevant to the mission of the Williams College of Business (WCB). The mission of the WCB is: We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.

7. According to the Marketing Department at the WCB, “Marketing is the study of the dynamic processes used by individuals and organizations to anticipate and satisfy customers’ needs and wants.” (http://www.xavier.edu/williams/undergraduate/marketing)

8. To answer the primary question asked in Marketing Ethics discussions “What is good marketing from an ethical perspective?”

<table>
<thead>
<tr>
<th>GRADING CRITERIA</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Reflection papers</td>
<td>10</td>
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<tr>
<td>Class Presence</td>
<td>20</td>
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<tr>
<td>- Attendance</td>
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<td>- Participation in Daily Class</td>
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<td>- Constructive contributions to other students’ presentations</td>
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<td>- Ability to apply material to your own relevant experiences</td>
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<td>- Cases, mini-cases, small group discussions, ability to</td>
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<td>- elaborate positions with evidence</td>
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<td>- familiarity with moral/ethical theory</td>
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<tr>
<td>- Presentations to class, the ability to demonstrate command over the course material and handle questions</td>
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<tr>
<td>Mini-Application Presentation (do 1 of the 2 below):</td>
<td>20</td>
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<tr>
<td>a. Corporate Code, or a</td>
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<tr>
<td>b. Marketing Vignette</td>
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<tr>
<td>Midterm exam (definitional, short answer essay, content based)(^3)</td>
<td>10</td>
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<tr>
<td>Final Application: Major Marketing Ethics Paper</td>
<td>40</td>
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<td>TOTAL</td>
<td>100</td>
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**GRADE LEVELS**
The total percentage for the semester, weighted as defined above, must fall within the below ranges. Percentage and grade 90 to 100=A, 80 to 89=B, 70 to 79=C, 60 to 69=D, Below 60=F


\(^2\) As stated by Traub and Mooney, a) “**Mission** invites us to understand the history and importance of our Jesuit Heritage and Ignatian spirituality,” b) **Reflection** “invites us to pause and consider the world around us and our place within it,” c) **Discernment** “invites us to be open to God’s spirit as we consider our feelings and rational thought in order to make decision and take action that will contribute good to our lives and the world around us,” d) **Solidarity and Kinship** “reminds us to walk along side and learn from our companions as we journey through life, fostering a spirit of community both within and outside the University,” and e) **Service Rooted in Justice and Love** “invites us to invest our lives into the well-being of our neighbors, particularly those who suffer injustice.” (all on page 36)

\(^3\) The purpose of this brief exam is to be sure all students understand the content well enough to a) identify different ethical and moral standards, and b) converse competently in written and oral form on these ideas. Generally, I have found that students who do well on this exam, also tend to well on the class exercises, participate competently in class discussions, and do well on the final paper.
**REFLECTION PAPERS**
For all the readings for a particular day and for all student presentations prepare a no more one \textit{HALF} page Reflection Paper. Except when done in class at times of student presentations (can be handwritten), Reflection papers should be typed, single-spaced, 12 point Times New Roman font, with one inch margins all around.

**Reflecting on a Reading**
In ONE sentence tell me the essential point (i.e., principle, thesis) of the article. Then tell me what this MEANS to you, yourself. Can the principles discussed in the reading be \textbf{DIRECTLY} applied to your life, to your work life? In other words, bring the reading alive with stories and examples from your own life.

Please note: I do NOT want a review of the book chapter, reading, or presentation (since I have already read it, listened to it, or typed lecture notes for you).

**Reflecting on a Student Presentation or Vignette**
In your Reflection paper, tell me what the presentation meant to you. Did the student adequately present the moral issues? What was his/her main point? Did you LEARN anything from this person?

**SOME NOTABLE QUOTES**

**Clip of Wisdom**
“There are three ways to live in this world, Do Good, Get Good, or Give Up.” Quote was taken from a 2008 episode of the TV show, House, MD.

**Jennifer Jackson, 1990, Journal of Applied Philosophy**
“It is suggested that a code of practice for trade and advertising which exaggerates the degree of truthfulness which is morally obligatory may actually be corrupting in effect.”

**Amartya Sen, 1998 Nobel Laureate in Economics on Good Business Behavior**
“A basic code of good business behavior is a bit like oxygen: we take an interest in its presence only when it is absent.” (Amartya Sen, \textit{Development As Freedom},1999, Alfred A. Knopf, 264).

**Ayn Rand on Reason and Morality**
“Reason is not automatic, those who deny it, cannot be conquered by it.”

“The purpose of morality is to teach you, not to suffer and die, but to enjoy yourself and live.”
(Source, off Internet June 20, 2010, \url{http://thinkexist.com/quotatıon/the_purpose_of_morality_is_to_teach_you-not_to/258410.html})

**Toughest Moral Code I’ve Ever Known**
“Love your neighbor as yourself.” (Matthew 22:39)

**ACCOMPLISHING THESE OBJECTIVES: SEVEN APPROACHES RELEVANT TO**
ANALYZING ETHICAL ISSUES IN MARKETING

1) Social Marketing
   • Introduced by marketing guru and Professor, Philip Kotler, this type of marketing is usually associated with efforts that promote a social good. This type of marketing promotes desirable social behaviors not to benefit the marketer per se, but to benefit the target audience and the general society, e.g., use of condoms, seat belt use, don’t drink and drive, etc.
   • Usually associated with efforts that are not-for-profit

2) Cause Marketing (causemarketing.com), great vignette and final paper project idea,
   o For the last several years, this has become a big growth area in marketing. Similar to social marketing, this type of marketing is generally associated with corporate efforts that are profit oriented. For example, many for profits firms may adopt a “cause” and use it in labeling and advertising. The profit centered organization associated with a particular company, can have tremendous benefit for both the firm and society (What do you think?).
   o Questions to be answered: Should marketing professionals be involved in political, economic, and social issues? Is this the purpose of business and the people that are employed by a business? If yes, then what is the purpose of the government in political, economic, and social issues?
   o If you like this topic a must read is “The Hidden Costs of Cause Marketing,” by Angela M. Eikenberry, Stanford Social Innovation Review, Summer 2009. (Eres).

3) Social Network Marketing or Social Media Marketing. The big moral issue: PRIVACY. Many other issues arise everyday too.

4) Corporate Social Responsibility (CSR) and Marketing Strategy
   • Required reading, “The Social Responsibility of Business is to Increase Its Profits,” by Milton Friedman (on Eres). (Originally published in New York Times Magazine, September 13, 1970). If you have an interest in Corporate Social Responsibility (CSR), read Friedman first, then read Michael E. Porter’s and Aneel Karnani’s articles listed below.
   • Required reading, “Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility,” by Michael E. Porter and Mark R. Kramer, Harvard Business Review, December (2006), 78-93. Milton Friedman, listed above, got the whole discussion on CSR started. Michael Porter has a different view compared to Dr. Friedman’s and Professor Porter is the accepted guru by businesspeople and academics on CSR. (on Eres)
   • Required reading, “The Case Against Corporate Social Responsibility,” by Aneel Karnani, Professor of Strategy at the University of Michigan’s Stephen M. Ross School of Business, Wall Street Journal, August 22, 2010. (Eres)

Corporate Philanthropy (optional readings)
   • If you have an interest in this area, an excellent reading is Michael E. Porter, (2002), “The Competitive Advantage of Corporate Philanthropy,” Harvard Business Review, December, pages 57-68. (on Eres)

5) Ethical Decision Making (EDM).
   a. Individuals and businesses alike seek to develop EDM systems:
      1) that can diagnose the presence and intensity of a particular ethical dilemma,
      2) and assist decision makers toward a goal that is moral for all relevant stakeholders.
   b. We will study classical and modern Ethical Theories, from Aristotle to Relativism.

6) Values and Marketing
   a. the major ethical theories do not always lead to the same conclusion on whether or not a specific action is moral. Different ethical theories can lead to different conclusions. Therefore, this uneasiness is mediated by considering the values an organization lives, communicates, and judges itself by.

7) Being Poor in a Consumption Oriented Society
   a. We will seek to answer, from a marketing viewpoint, what it is like to live outside the marketing (exchange) system most people enjoy, i.e., being poor and not being able to get “more stuff.” (thank you George Carlin)
   b. *The Low-Income Consumer*, 1996, Linda F. Alwitt and Thomas D. Donley, Sage Publications, Inc. ISBN# 0-8039-7212-1. If you like this topic for a final paper, get this book, it will help a lot and give you many ideas. Many firms, including P&G, have recognized that low income consumers have needs that can be meet profitably.

‘FOR YOUR EYES ONLY’, use if needed
FYI…if you say anything in a Reflection paper or in your Final paper that I should not share with other students, please put in bold characters on the first page of your assignment the words “For Your Eyes Only.” I assure you I will not share any content in future classes. This system works well in this course.

ATTENDANCE POLICY
Students are expected to attend every class. I realize that unexpected things do come up. If you need to miss class, please call BEFORE class and leave a message with me or the secretary. In the case of an EMERGENCY, you do not need to call ahead, let me know any time. I reserve the right to ask you for verification for any absence. If you miss class, please contact another student FIRST to find out what was covered. If you have questions after you have done this, then see me.
EXAM MAKEUP AND ASSIGNMENT DUE DATE POLICY
All make-ups will require approval BEFORE the exam (except emergencies). If you fail to receive an approval before the exam, you will receive a zero for that exam.

All material is due on the date listed in syllabus or when assigned in class. Failure to do what you agreed to, results in a zero for that assignment (except in the case of emergencies as listed above). Once the due date has past, and no arrangements were made in advance of the due date, a grade of zero is earned.

ACADEMIC HONESTY (Need we worry about this in an MBA Marketing Ethics class?)
I will tell you an amazing story.

APPLICATION: CORPORATE CODES or a MARKETING VIGNETTE
Choose ONE of two things, 1) a corporate code, or 2) an original vignette. The guidelines for these two possibilities are given below.

APPLICATION: CORPORATE CODES
1. Bring a copy of the corporate codes for the marketing people at your firm (or another).
   Sometimes these are called by other names, such as "Compliance Standards," "Your Responsibility," "Corporate Values," etc. If the codes are long and written in volumes, then bring only the section relevant to marketing, e.g., dealings with customers.
2. In your class presentation:
   a. Tell us the code, and comment on
      - Presence (lack of) theoretical justification.
      - Inherently Utilitarian, Kantian, etc.?
      - Values Present, Absent?
   b. Also tell us:
      - about the application of this code in YOUR corporate life.
      - For example, has anyone ever talked to you about the standard?
      - Has it been Enforced?
      - Is it used in Merit and Promotion decisions, either for or against you?
3. To facilitate class discussion, please provide a ONE page summary, single-spaced, 12 point Times New Roman font. Bring handouts for each class member. Bullets O.K.

APPLICATION: ORIGINAL MARKETING VIGNETTE
1. Tell the class about a real-world marketing situation that involved an ethical dilemma you had to work through.
2. Analyze your dilemma using relevant ethical theories from lecture, the texts, and class discussions. If unsure, choose Utilitarianism, Kant, and one additional ethical theory.
3. General Guidelines:
   a. select situations that are GREY, and have different, realistic, and viable courses of action
b. select real-world, real-business marketing examples

c. make sure there are at least two clear ethical positions in the dilemma

d. make sure that only ONE person is faced with the dilemma

e. avoid legality as a simple answer to the dilemma

4. Discuss the nature of your vignette with me before your presentation.

5. Present your vignette to the class and generate discussion. Allow 20 minutes for the presentation and for questions and discussion.

6. To facilitate class discussion, please provide a ONE page summary, single-spaced, 12 point Times New Roman font. Bring a handout for every member of the class. Bullets O.K.

STANDARDS FOR EVALUATION OF PRESENTATIONS AND WRITTEN PAPERS

1. The Corporate Codes and Vignettes given above are assigned to give you practice to correctly apply the ethical theories. Having gone through these assignments, and the class discussions, it is hoped you will be thoroughly prepared to argue logically and persuasively in your final "big" paper. Therefore,

2. Be Prepared for Tough Questions. Part of your grade is dependent upon your ability to thoroughly answer questions, especially questions on the application of the ethical theories.

   - "… a serviceable method of philosophical inquiry is that of exposing the inadequacies in and the unexpected consequences of arguments and positions."

4. Please protect the privacy of all participants in your research. Always fully inform all participants that the research project is part of a class on marketing ethics. Always obtain permission from participants for anything quoted.

   "To win a debate it is not necessary to prove that what our opponent is contending for is false. All that is necessary is to show he is not proving his point."

FINAL PAPER PROPOSAL GUIDELINES

1. If your Vignette topic is the topic for your Final Paper, simply note that on your Vignette when you present it to the class.

2. Write a ONE page proposal briefly stating:
   a) the Ethical Issue
   b) How will you conduct your primary research? People you will talk to?
   c) NOTE: If you are doing your Vignette for the Final Paper, then just complete a and b above by handwriting it on your Vignette that I graded. I can approve this as your proposal.

3. There should be a clear and present ethical dilemma. The dilemma should be one that falls in the "grey" area for most people.

4. You and I will work together on choosing the group and the specifics of your study.

5. It may take several discussions before you have an approved area of study. Get started now on this assignment. If you are interested in a special group of people and you are not that familiar with their needs, do some exploratory research before you submit a proposal.
6. You may work alone or in a 2 person group at the maximum. There will NOT be a group 
evaluation. Working in a group can be great in this class. You will be able to bounce ideas off 
each other and consider alternative perspectives from which to view an ethical dilemma.
7. The last day of class I will go over each student’s proposals face-to-face. Please do not leave 
class without an approved proposal. The proposal must be approved by me before you begin 
working on it. This approved proposal must be turned in with the final paper. No final 
papers will be accepted without the approved proposal attached.

**TOPIC: FINAL PAPER**

1) Your Final Paper topic should deal with a current development in marketing as related to 
social issues, e.g., consumerism, corporate and individual social responsibility, ethical issues, and 
governmental roles in this process. Many good journal publications exist that contain current 
marketing issues. I suggest three: *Journal of Public Policy and Marketing*, *Journal of 
Business Ethics*, and the *Business Ethics Quarterly*.

I also have prepared a handout (on Eres) that list many topics for you for your Vignettes and Major Final Paper.

2) The project you design should involve primary research (70%), up-to-date secondary 
research (30%). Primary research is research that did not exist before you. It could include a 
review of the literature (secondary research) but, if the emphasis and treatise are original to you, 
it is primary research, and you own the copyright. There is nothing you have to do to maintain 
the copyright. It is yours. Protect it.

3) I highly recommend that your Vignette and Final Paper be similar. That way you can 
expand your vignette into the final paper. If you do this, you will get feedback in class from me 
and other students on ways to improve your arguments and research. It really works well if you 
put the extra effort into picking a more complex vignette compared to a very simple one.

**REQUIREMENTS for the FINAL PAPER**

**A. Major Question of Paper**

One major question needs to be answered in this assignment. “What is good marketing 
from an ethical perspective?”

- In most cases there are, at a minimum, TWO SIDES to consider, those that believe an 
  action is moral and those that believe an action is immoral.
  - Discuss BOTH sides thoroughly in all papers and in class discussions.
- In the many discussions we will have in this course, it is a good idea to reflect on our 
  own statements that are factual v. statements that contain moral content.
Factual statements are those things that can be **known AND verified by all parties.**

Moral statements include judgments and/or statements that provide advice on “what should be” or “what ought to be.”

- Please be aware that while many might agree with your specific moral judgments, there is no scientific, i.e., verifiable way of showing proof for either a) the existence of your code of ethics, or b) the existence of a **universal** code of ethics applicable to all people, everywhere, at all times.
  - Therefore, we must consider the moral codes a specific person has for himself and for others as suggestions he is making, i.e., as advice on how to live a good life.
    - Remember the great line by Al Pacino in the movie “The Devil’s Advocate” when he said, “The only bad vice is advice.”
    - If this is true, are we all “ethical relativist?” (we’ll discuss ethical relativism in this course)

- The first step in any moral discussion is for all parties find general AGREEMENT on statements that contain factual information.
  - For example. You might say, “My neighbor rarely cuts his grass.” This would be a statement of fact, and you probably could find agreement among others in your neighborhood. Some localities have ordinances regarding what a land owner can and cannot do to his/her property. In Anderson Township we have regulations.
  - We could make another statement that “My neighbor is lazy and rarely cuts his grass and this makes the neighborhood look awful. He needs to think of the community in which he lives.” This statement contains fact and judgment. Whenever we make a direct or implied statement of “Good” or “Not Good” we are making statements that may contain implications of morality (or the absence of it).

### B. RESEARCH: Secondary and Field Research

1. **Secondary**
   - suggested time allocation: **20 to 30%**
   - up-front library and other secondary research may be necessary
   - be sure to look for relevant government (federal, state, and local) legislation. A good place to start this part of your research is the relevant government website, e.g., FDA.gov, FTC.gov, USDA.gov.

2. **Field Research**...spend most of your time here, doing field research.
   - suggested time allocation: **70 to 80%**
   - You are like an investigative reporter. Be aware of your own biases.

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4 Ethics is considered part of what can be called “**practical reason**, reasoning about what we should do v. **theoretical reason**, which is reasoning about what we should believe.” “Theoretical reason is the pursuit of truth, which is the highest standard for what we should believe.” (taken from Hartman, 2011, *Business Ethics: Decision Making for Personal Integrity and Social Responsibility*, McGraw-Hill, 26.)
c. interview the purchasers and consumers (2 or 3 is enough)
d. interview the manufacturer or service provider
e. interview business practitioners, executives, etc. (2 or 3 is enough)
f. go to trade group meetings, become involved in the issues the group is working on,
g. Don't re-invent the wheel on your own. Chances are that for every project there is a trade group or governmental group grappling with some of the same issues you are. Use these sources. For example, among physicians, there is a group called the Physicians Committee for Responsible Medicine (http://www.pcrm.org).
h. Remember, from the point of view of the consumer, all marketing is advertising, i.e., all marketing is an attempt to GET THE CUSTOMER TO DO SOMETHING, e.g., believe an idea, click the icon, buy and use the product/service.

C. Paper Specifics

1. Paper Length and basic requirements:
   a. 5 pages, single-spaced should be enough. 10 pages is the maximum length
   b. Attach to your paper a complete REFERENCE (not considered part of the 5 pages) showing all citations for your secondary and primary research, if not already cited in the body of your paper.
      - Appendices are to be used differently compared to the Reference section mentioned above.
         - Follow a generally accepted format for collegiate papers.
         - Use appendices minimally
   c. Use Footnotes or Endnotes for each cited source. Number each.
   d. Please use 12 point font size, 1 inch margins on all sides, pages numbers, Times New Roman font.
   e. Please simply staple your final paper in the upper left hand corner (do NOT use any pressure binders, thanks).
   f. Use a cover page with your name, the class number and title, Summer 2012.
      - Do Not use running heads with your name on it. These will interfere with my grading.

2. Your ANALYSIS should include a thorough discussion of the ethical dilemma(s) using relevant ethical theories and relevant information from the lectures, texts, readings, and class discussions. AT A MINIMUM ALL STUDENTS SHOULD ANALYZE THE ETHICAL DILEMMA USING 3 ETHICAL THEORIES:
   a) UTILITARIANISM,
   b) KANT,
   c) and ONE other of the remaining theories of your choice, (e.g., VIRTUE ethics).
   Since there is no one universal ethical theory, accepted by all humans, that serves to guide all human moral conduct, I ask you to analyze your ethical dilemma using three different theories because, in many cases, the different theories may suggest different actions. This fact makes this course and “doing good ethically” so
difficult.
3. Organize your paper using the 7-Steps (from the 7-Step method) as First Level Headings. The 7-Step method is on Eres.
4. Please use First level and Second level headings.

5. The last section of the paper should include CONCLUDING COMMENTS. This part is NOT GRADED. Let me know what you really think! No need to support with theory, just your opinion, your feelings on the subject. Move from the head to the heart in this section.

SCHEDULE OF EVENTS (some minor changes may be made as the weekends proceed)

Weekend 1

Friday, August 3
Collect home phone and emails (backup)
Introductions and hear from each student their interest in a topic from “Topics in Marketing Ethics” (on Eres), handout emailed to each student before class
Go over syllabus, Vignettes, Final Paper, assignments
Show class how to get class material on XU Library Electronic Reserve (Eres), e.g., Readings, Brenkert Lecture notes, the Detailed Ethics Lecture notes
Discuss that there are Two Basic things needed for a moral discussion, 1) autonomy, and 2) the ability to reason (recall Ayn Rand’s statement, page 5 of this syllabus).
Discuss “Who Did More for Mankind, Mother Teresa or Mike Milken?” (handout and Eres)
Discuss “Ethics for fools” (handout)
Dow Corning handout, “Doing good doesn’t always end up good.”
Handout examples of a Corporate Code and Vignette presentations

Discuss Some Marketing Basics Relevant To The Course

WHAT is the GOAL OF MARKETING?
1. A good definition of marketing is: MARKETING is ___________ and ___________ customers.
2. Many would say that the goal of marketing is to MANAGE and ___________ demand.
3. There are three general types of influence: coercion, persuasion, manipulation.
   • What are the differences between coercion, manipulation and persuasion?
     o Coercion is…
     o Manipulation is…
     o Persuasion is…
   • see Brenkert p. 50, where he asks “…when do attempts to motivate consumers amount to coercion or manipulation?”
WHAT is a LIE?
What is a Lie? “A lie is the absence of _______ that is owed to someone.” This definition was given to me by a Jesuit friend.
- Misinformation, Misleading, Omission.
- Are there times when it is good to deceive, to lie?
- Are there times when the act of lying produces the good? Should we lie, therefore?

WHAT is PROPAGANDA?
“Propaganda is the deliberate, systematic attempt to shape perceptions, manipulate cognitions, and direct behavior to achieve a response that furthers the desired intent of the propagandist.” Propaganda and Persuasion (2006), by Garth S. Jowett and Victoria O’Donnell, Sage Publications.

o How is the goal of propaganda different compared to the goal of marketing?

Saturday, August 4
Discuss Blind Spots Reading (Eres), Chapter 1: The Gap between Intended and Actual Ethical Behavior, pages, 1-23.

Reflection paper due for Blind Spot, put in groups, Someone from each group put conclusions/observations on board when the group meeting is completed.

Lunch
Handout, Affluence and Moral Choice. When is it easier to be moral?
Discuss Barriers to Ethics (BTEs), Handout
Discuss handout on Kohlberg’s Theory of Moral Development
The Problem with Altruism
The 5 Minute Ethicist
AA Video Case Study 1: Using the 5 Minute Ethicist and Kohlberg
Handout and Discuss: ONE PAGE QUICK review of the 9 Ethical theories

Sunday August 5
Text, Brenkert, Chapter 1, “Ethical Reasoning and Marketing Decisions”

NO Reflection PAPER DUE, but do get the ppt notes for the Chapter from Eres

Reflection paper due
- A short quiz (is this ethical?)
- No Reflection paper due
Introduce Use 7-Step Model for Analyzing Ethical Dilemmas (on Eres)
Reintroduce: ONE PAGE QUICK review of the 9 Ethical theories (handout from previous class)
Begin Discussion of “DETAILED” Classical Western Moral Philosophies Ethics Notes
(Utilitarianism, Kantian, Aristotle, Ethics of Care, Justice, Rights, Social Contract
Theory, Common Morality, Prima Facie), (all on Eres))

No Reflection Papers due on “Detailed” ethics lecture notes. We will use the
Detailed Ethics notes to analyze cases, and videocases.

- **Utilitarianism (Eres)**
  - Greater Good for Society
  - “Are We Naturally Caring People?” handout
  - “What is a Life Worth: $122?” handout
  - “Sudafed: CPSC estimates the Cost of a Life” handout
  - Case Study #2, AA videocase or written

- **Kant (Eres)**
  - Duty and Respect
  - Two Categorical Imperatives as standards for moral behavior
  - Case Study #3: AA Videocase or Written

- **Virtue…is the Action**

- **Feminist ethics**
  - Feminist or the Ethics of Care…care as a primary moral good

- **Common Morality (Eres),**

- **Justice (Eres),**

- **Rights (Eres)**

- **Social Contract Theory** (on Eres) and Handout
  - FYI…There is a reading titled “Values in Tension” on Eres. Social
    contract theory is a great way to look at moral duties in international
    venues.
  - More on this in Brenkert, Chapter 5, “Marketing in a Global Society.”
    - If anyone has experience in doing business overseas, this is a great
      area for both the Vignette and Final Paper.
    - Ethics and moral discussions are rich when comparison of cultures,
      rules, values, morals, reveal commonality, but different rules
    - If you’ve travelled and done business in other countries
      extensively, make the international part of the course the primary
      area of study for you this summer. It will be very interesting for
      the rest of the class too.

**Weekend 2**
**Friday, August 10**
Midterm Exam: Multiple choice, true false (One Page QUICK Ethics notes, Detailed Ethics Lecture notes, BTEs, 5 Minute Ethicist, Kohlberg, concentrate on these Detailed Notes...Utilitarianism, Kant, Virtue, Ethics of Care)

Brenkert, Chapter 2: Marketers and their Markets (on Eres)
Vignette Presentations due (Need 1 or 2 Volunteers)
  Reflection paper due in class

Saturday, August 11
Brenkert, Chapter 3: From Product Development to Distribution
Corporate Social Responsibility (CSR) readings
  Reflection paper due
  “The Social Responsibility of Business is to Increase Profits.” Milton Friedman, (Eres)
  Reflection paper due
  This is a great topic for the Final Paper

Brenkert, Chapter 4: Advertising, Retailing, and Customers (on Eres)
FTC and Deception (ftc.gov)
  • Puffery vs. Deception, one is legal, one is not, morality of each?
  • Puffery, Bluffing, Deliberate Deception (Intended, Unintended) as Part of Life
  Reflection paper due
  No Reflection paper due
Vignettes
  Reflection paper due

Sunday, August 12
Brenkert, Chapter 5: Marketing in a Global Society

Reflection paper due

“Everyone’s Problem: Looking Beyond the Wal-Mart Bribery Case,” (2012), May 9, published in Knowledge@Wharton.com, (Eres).

No Reflection Paper due


Vignettes

Teacher evaluation

Final paper proposal meetings in class with each student

Final Papers due: set date, Due August _________________________

Please no email.

Turn in hard copy (keep copy for yourself in case) by Mailing it to my home address: 8092 Asbury Hills Dr., Cincinnati, Ohio 45255