MKTG 390-01 Ethical Issues in Marketing

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MKTG 390-01
ETHICAL ISSUES IN MARKETING
XAVIER UNIVERSITY
FALL 2012
Monday and Wednesday
11:30-12:45
Smith 249

Dr. Roshan D. Ahuja
Office: 305 Smith Hall
Phone: 513-745-2935
Email: Ahuja@xavier.edu

REQUIRED TEXT

OFFICE HOURS
Monday/1pm – 4pm
Wednesday/1pm – 4pm
Other hours can be arranged by appointment. Please tell me in class if and when you plan on stopping by during my office hours. The best way to assure you don’t wait outside my office while I’m talking to other students is to make an appointment during office hours.

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."
To integrate into class discussions what might be called “The Gifts of Ignatian Heritage.”¹ The gifts fit nicely into a business ethics class. The gifts² are a) Mission, b) Reflection, c) Discernment, d) Solidarity and Kinship, and e) Service Rooted in Justice and Love.

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.

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)

To answer the question “What is good marketing from an ethical perspective?”

CLASS COMMUNICATION
I will email you at the email address at the Register’s Office for you at this time. Please be sure the registrar has your correct email or you will not get my emails.

ELECTRONIC RESERVES (ERES)
Just about everything you will need for this course is listed on the Library’s site, Electronic Reserves, under Mktg 390: Ethical Issues in Marketing. Passwork: ski2. All philosophy lecture notes, readings, and chapter lecture notes for all 5 chapters of the required text by Brenkert are on Eres too. Nothing is available from Blackboard.

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
Make-ups exams will be given on very rare occasions. 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 or a zero will be earned for that assignment.

¹ Material from this section of the syllabus was taken from an article written by George W. Traub, S.J. PhD, and Debra K. Mooney, titled “Ignatian Spirituality among the Professors,” in Conversations, 2010, 35-38.
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)
LEARNING ASSISTANCE
I want to assure that all students get the chance to earn the grade they deserve. I respect all students privacy needs. I ask those who work with the LAC to contact me by email, during office hours, or right before/after class to let me know any thing I can do to help you do your best in this class.

ACADEMIC HONESTY
I will tell you an amazing story.

GRADING CRITERIA

<table>
<thead>
<tr>
<th>Reflection papers</th>
<th>Percent</th>
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<tr>
<td>Class Presence</td>
<td>15</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>o elaborate positions with evidence</td>
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<td>o familiarity with moral/ethical theory</td>
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<td>- Presentations to class, the ability to demonstrate command</td>
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<td>over the course material and handle questions</td>
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<td>Mini-Application Presentation (do 1 of the 2 below):</td>
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<tr>
<td>a. Marketing Vignette, or a</td>
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<tr>
<td>b. Corporate Code</td>
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Midterm exam (definitional, short answer essay, content based) 3 10
Final Application: Major Marketing Ethics Paper 40

TOTAL 100

GRADING PRINCIPLES
1) First, I look for a demonstrated knowledge of the material and an ability to apply the material using basic marketing concepts. Knowledge can be demonstrated by performance on tests, class participation, and home work assignments.
2) Gaps in knowledge are usually demonstrated by: not turning in assignments on time, inability to participate in class discussions, and poor performance on tests.
3) Rarely will I allow a regrade of any assignment. If I do, the new grade will be the average of the two grades. For example, if you initially received a zero for one graded assignment, and I allowed a regrade, and on the regrade you received a 70, the average of 35 would be the final grade for that assignment recorded in the grade book.

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.
4) **Plagiarism**: Unless the information presented in a paper or assignment is entirely yours and entirely new to the world because you wrote or said (ignorance not included), you must reference the source you used to obtain the information. Therefore, use references a lot.

**GRADE LEVELS**

Final grades will be calculated as follows:

- **A**: 93 – 100.0%
- **A-**: 90 – 92.9%
- **B+:** 87 – 89.9%
- **B**: 83 – 86.9%
- **B-**: 80 – 82.9%
- **C+:** 77 – 79.9%
- **C**: 73 – 76.9%
- **C-**: 70 – 72.9%
- **D**: 60 – 69.9%
- **F**: Below 60%

I reserve the right to assign +/- ONLY for those with near perfect attendance.

**COURSE PRIVACY ISSUES AND PROTECTING YOUR PRIVACY**

1) If you say anything 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.

2) **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 in the research to be quoted. You might also ask the participant to read what you wrote before you submit it to me. If there is a need to remain anonymous, call your source “Person 1”, etc. I don’t need to know anymore than this.

**REFLECTION PAPERS**

For some of the readings and all student presentations you will be asked to write a ½ page Reflection Paper. Reflect on the author’s major points. Do the author’s points resonate within you in any way? Does the author stir up any passion? Did the author alter your reality in any way?

The papers should be typed (except for class presentations, then handwritten), single-spaced, 12 point Times New Roman font.

**Reflecting on a Student Presentation or Vignette**

What did you LEARN listening to this person? These Reflections are handwritten and given to me at the end of the student presentation.

**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.
   
   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?
   

3) **Social Media**, the most innovative area in marketing now. The big moral issues: PRIVACY and who owns your personal data. Also look at what are called “data aggregators” or those who take consumer data of all types and from many different sources and merge it by some common denominator, e.g. zip code + four, to search for consumer purchase and consumption preferences and shopping patterns.

4) **Corporate Social Responsibility (CSR) and Corporate Philanthropy**
   
   
   o FYI, Milton Friedman, a Nobel laureate in economics, got the whole discussion on CSR started. Michael Porter (listed immediately below) has held a different view compared to Dr. Friedman’s. Dr. Porter is the accepted guru by businesspeople and academics on CSR presently.
   
   o If you have an interest in Corporate Social Responsibility (CSR), read Friedman first, then read Michael E. Porter’s article below.
   

**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 World
   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.
   d. also read the leading expert (deceased 2010) on the topic of selling to the poor or to those at the “bottom of the pyramid,” C.K. Prahalad.

REQUIRED READINGS (on Library’s Electronic Reserve (Eres))
Readings are on Electronic Reserve (Eres), under my name, Mktg 390, password, ski2. The due dates for the readings are listed in the Schedule of Events section in this syllabus.
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 one chapter; it is on Eres:
Chapter 1: The Gap between Intended and Actual Ethical Behavior, pages, 1-23.
“Everyone’s Problem: Looking Beyond the Wal-Mart Bribery Case,” (2012), May 9, published in Knowledge@Wharton.com.
Suggested (optional) Readings and Articles


SOME NOTABLE QUOTES

Clip of Wisdom

“There are three ways to live in this world, Do Good, Get Good, or Give Up.” (“House, MD”, TV show, 2010)


“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.”

She is talking about the ethical issue on the use of “puffery” and “bluffing” in marketing communications.

Bluffing and Puffery is legal according to the FTC.

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, *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, http://thinkexist.com/quotation/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)

APPLICATION: CORPORATE CODE or a MARKETING VIGNETTE
Choose ONE of two things, either a vignette or a corporate code. The guidelines for these two possibilities are given below.

Application: Original Marketing Vignette Paper
1. Tell the class about a real-world marketing situation that involved an ethical dilemma YOU, YOURSELF 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 15 minutes for the presentation and for questions and discussion.
6. To facilitate class discussion, please provide a ONE page summary handout (single-spaced, 12 point Times New Roman font) for each class member.

Application: Corporate Codes Paper
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 handout (single-spaced, 12 point Times New Roman font) for each class member.

**STANDARDS FOR EVALUATION OF PRESENTATIONS and the FINAL PAPER**

How to win an argument, from *An Outline and Manual of Logic*, by Joseph McLaughlin, S.J., (1938, page 66): "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."

**USE THE 7-STEP METHOD to ORGANIZE ALL PAPERS and PRESENTATIONS**

A handout on the 7-Step Method is available on Eres. I will use the 7-Step method for all class cases. It is an excellent way to organize all papers and presentations. Use the 7-Steps themselves as First Level Headings in your papers and presentations. The 7-Steps are:

1) What are the Relevant Facts?
2) What are the Ethical Issues?
3) Who are the Primary Stakeholders?
4) What are the Possible Alternatives?
5) What are the Ethics of EACH Alternative?
6) What are the Practical Constraints?
7) What Actions Should be Taken?

**REQUIREMENTS for the FINAL PAPER**

**A. Topic**

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 an up-to-date handout (on Eres) that lists many topics for your Vignettes and Final Paper.

2) Look on Eres and find the entry “Ethics Related Marketing Topics.” You will 17 different areas in the marketing field that you could do ethics research on.

3) **I highly recommend that your Vignette and Final Paper be similar.** 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.
4) 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).

5) Remember: from the point of view of the consumer, all marketing is advertising.

**B. Secondary and Field Research**

1. Secondary
   
   a. suggested time allocation: **20 to 30%**
   
   b. be sure to check if your topic has been previously researched in these 3 journals, *Journal of Public Policy and Marketing, Journal of Business Ethics, and the Business Ethics Quarterly*.
   
   c. be sure to look for relevant government legislation, e.g. FTC, FDA, USDA, SEC, etc., on federal, state, and local .gov sites)

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

**C. Major Question of Paper**

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

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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.)
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 around the 7-Step method. (on Eres)
4. Please use First level and Second level headings.

D. Formatting Specifics
1. Paper Length and basic requirements:
   a. 5 pages, single-spaced should be enough.
   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.
      • Use appendices minimally
   c. Use ENDNOTES or FOOTNOTES for each cited source. Number each endnote or footnote.
   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, Fall 2012.
   g. Please, No running heads with your name on it. These will interfere with my grading.

REFERENCES GUIDELINES
Use proper college reference procedures. Use either footnotes or endnotes on your paper and assignments. I suggest using a REFERENCE page instead of a bibliography. When you use a REFERENCE page you note only the sources actually used in the paper. You do NOT reference anything that you may have read on the topic but did not DIRECTLY use in the paper. There are many reference tools available online (e.g. easybib, bibme).
FINAL PAPER PROPOSAL GUIDELINES
1. You will need to give me a proposal for your final paper.
   a) In most cases, the Proposal can be your one page Vignette which has been graded by me after your presentation, update anything you need to, then let me put my initials on the graded proposal.
   b) In addition to what is already on your Vignette, tell me how you will conduct your primary research? Who are the people you will talk to?
2. Most students work in a group of 2. This way one person can argue that something IS ETHICAL and the other can argue that something is NOT ETHICAL. The group maximum is 4. 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.
4. 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.

SCHEDULE OF EVENTS for 390 FALL 2012

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<tr>
<th>Week</th>
<th>Day</th>
<th>Date</th>
<th>Topic, Chapter, Assignment</th>
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<tbody>
<tr>
<td>1</td>
<td>W</td>
<td>8-22</td>
<td>Syllabus</td>
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<td>Show how to get readings of Eres, password ski2</td>
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<td>Get started now on Final Paper, Pick a topic:</td>
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<td></td>
<td>a) from pages 5 and 6 in this syllabus you will see the heading: SEVEN APPROACHES RELEVANT TO ANALYZING ETHICAL ISSUES IN MARKETING. Does 1 of the 7 interest you?</td>
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<td>b) or, Pick 1 of 17 categories from the handout a ‘Topic of Initial Interest’ begin research to narrow down even more to a very specific topic. (Eres)</td>
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<td>c) or choose a topic of your own, please talk about with me early in semester to be sure it’s a viable topic for the entire semester.</td>
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<td>Show a great Video clip on Target and their moral issues with Privacy and Data Mining</td>
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<td>2</td>
<td>M</td>
<td>8-27</td>
<td>Sign up for a ‘Topic of Initial Interest’ (can be changed f needed, but start on something Now)</td>
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<td>Discuss “Who Did More for Mankind, Mother Teresa or Mike Milken?” (handout)(Eres)</td>
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<td>Discuss Handout “Bernie Madoff…” written fall of 2010 with XU</td>
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marketing major Ryan Clover, we got published together! (Eres)
Discuss handout on Kohlberg’s Theory of Moral Development (Eres)
Discuss BTEs (on Eres)

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<th>W</th>
<th>8-29</th>
<th>The 5 Minute Ethicist, groups, case</th>
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<tr>
<td>3</td>
<td>M 9-3</td>
<td><strong>Labor Day Holiday, No classes</strong></td>
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<td><strong>Reflection paper due</strong></td>
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| 4 | MW 9-10 | Brenkert, Chapter 1, “Ethical Reasoning and Marketing Decisions” |
|    |         | **No Reflection Paper Due**, (be sure get the typed Brenkert lecture notes for the Chapter from Eres) |
|    |      | **Reflection paper due** |

| 5 | M 9-17 | Quick Ethics Handout, 8 Ethical Theories on one page (Eres) |
|    | W 9-19 | From Eres get “Detailed Lecture Notes, Major Ethical Theories” Print out all things in this folder, i.e., print 8 sets of notes, one set for EACH ethical theory listed below:
1) Utilitarianism
2) Kant
3) Virtue
4) Ethics of Care or Feminism
5) Common Morality and Prima Facie rights
6) Justice theories
7) Rights based theories
8) Social Contract Theory |

|   |       | Videocase using these theories |

| 6 | MW 9-24 | continue Moral Theories |
|    |         | 9-26 Videocase |

| 7 | MW 10-1 | continue Moral Theories |
|    | 10-3 | Videocase |
|    |         | Begin Vignette presentations SIGN-UP. Those going first will receive the most lenient grading since they will be leading the way and taking a lot of chances in presenting and interpreting the moral theories learned. |
8  M  10-8  Videocase
    Finish Vignette sign-ups.
W  10-10  **Midterm Exam: Multiple choice, true false (One Page QUICK Ethics notes, Detailed Ethics Lecture notes, BTEs, 5 Minute Ethicist, Kohlberg, CONCENTRATE on the Detailed notes for Utilitarianism, Kant, Virtue, Ethics of Care. There are a 6-7 questions on the remainder theories).**
    Tests questions are created by me, no test bank. Bring a number 2 pencil as I will write 40 or so multiple-choice, True-False questions. There will be two or three list and short answer questions too.

9  MW  10-15  Chapter 2: Marketers and their Markets (Be sure to read pages 45-50 on the Marketing Concept, and Page 77 Brenkert text, EGOISM)
    **Reflection paper due**
    **Reflection Paper due 10-22**
    “The Social Responsibility of Business is to Increase Its Profits,” by Milton Friedman, on Eres.
    **No Reflection paper due**
W  10-22  Vignette Presentations (2)

11  M  10-29  Brenkert , Chapter 3: From Product Development to Distribution
    **Reflection paper due**
W  10-31  Vignette presentations (2)

12  M  11-5  Carr, Albert Z., Reading: “Is Business Bluffing Ethical,” (on Eres)
    **Reflection paper due**
    Brenkert, Chapter 4: Promotion: Advertising, Retailing, and Consumers
    (**Reflection paper due**)
W  11-7  Vignette presentations (3)
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