2012

390-01 Ethical Issues in Marketing

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ETHICAL ISSUES IN MARKETING: MKTG 390-01
XAVIER UNIVERSITY
SPRING 2012
TUESDAY NIGHT
6-8:30pm
Smith 348

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REQUIRED TEXT

OFFICE HOURS
Tuesday/2:15pm – 5:15pm
Thursday/2:15pm – 5:15pm
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://bannermssb.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.”1
   The gifts fit nicely into a business ethics class. The gifts2 are a) Mission, b) Reflection, c)

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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. Mooney, titled “Ignatian Spirituality among the Professors,” in Conversations, 2010, 35-38.
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 seek the answer to the question “What is good marketing from an ethical perspective?”

CLASS COMMUNICATION
I will use email for communication with all and with individual students. Please be sure you are properly registered for this class, or you will not get my emails.

REQUIRED READINGS (on Library’s Electronic Reserve (Eres))
Readings will be put 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 two chapters, both are on Eres:
Chapter 1: The Gap between Intended and Actual Ethical Behavior, pages, 1-23.
Chapter 2: Why Traditional Approaches to Ethics Won’t Save You, pages 24-37.

Suggested (optional) Readings and Articles

Koehn, Daryl (2010), Living With The Dragon: Thinking and Acting Ethically in a World of Unintended Consequences, Routledge, New York, Chapter 3: “The Challenges

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)
Unintended Consequences Pose for Standard Moral Theories,” 71-87, (Eres)
McLean, Bethany, Joe Nocera (2010), All The Devils Are Here: The Hidden History of the
Financial Crisis, Portfolio/Penguin Press.
Companies Must Merge Financial Imperatives to Achieve Superior Performance,
Paul, Richard and Linda Elder, (2006), Fallacies: The Art of Mental Trickery and Manipulation,
Better Democracy, Harvard Business Press, Boston, MA.
Schlegelmilch, Godo B. and Magdalena Oberseder (2010), “Half a Century Of Marketing Ethics:
(Eres)
Swenson, Mike, (2010) “The Day Cause Marketing Died: How to Keep Customers From Getting
Wagner, Tillmann, Richanrd J. Lutz, and Barton A. Weitz, (2009), “Corporate Hypocrisy:
Overcoming the Threat of Inconsistent Corporate Social Responsibility Perceptions,”
Journal of Marketing, Vol. 73 (November), 77-91. (Eres)

ELECTRONIC RESERVES (ERES)
Just about everything you will need for this course in listed on the Library’s site, Electronic Reserves, under Mktg 390: Ethical Issues in Marketing. Passworkd: 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
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.

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
Percent
Reflection papers 10
Class Activity (which includes) 5
- Attendance
- Participation in Daily Class
- Constructive contributions to other students’ presentations
- Ability to apply material to your own relevant experiences
- Cases, mini-cases, small group discussions, ability to
  o elaborate positions with evidence
  o familiarity with moral/ethical theory
- Presentations to class, the ability to demonstrate command over the course material and handle questions
Mini-Application Presentation (do 1 of the 2 below): 22
  a. Corporate Code, or a
  b. Marketing Vignette
Midterm exam (definitionial, short answer essay, content based)3 20
Final Application: Major Marketing Ethics Paper Proposal (your one page Vignette, initialized by me) 3
Paper
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.

3 The purpose of this brief exam is to be sure all students are keeping up on the readings and understand the content well enough to a) identify different ethical and moral standards, and b) converse competently in written 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. If you know the material, the exam will be easy, if not, it may be difficult to you.
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.

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.

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).

**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. Within these ranges and I use Xavier’s plus/minus system for final course grades (A+, A, A-, B+, B, B-, C+, C, C-, D+, D, D-, F). I reserve the right to assign +/- ONLY for those with near perfect attendance.

**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)

**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.”

She is talking about the ethical issue on the use of “puffery” in marketing communications. 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](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)

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,
   - 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.
   - 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 (also known as Social Network Marketing). The topic itself is in development.
   - The big moral issue: PRIVACY. I hope someone chooses this topic for their vignette and major paper. If no one does, and I feel someone needs an in-depth project, I may ask that person to work on this.

4) Corporate Social Responsibility (CSR) and Corporate Philanthropy
   - One required reading in this section is “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 article below.
   - FYI, Milton Friedman, a Nobel laureate in economics, got the whole discussion on CSR started. Michael Porter has a different view compared to Dr. Friedman’s and Dr. Porter is the accepted guru by businesspeople and academics on CSR. (on Eres)

Corporate Philanthropy (optional readings)
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 topic on selling to the poor or to those at the “bottom of the pyramid” was C.K. Prahalad.

REFLECTION PAPERS
For all the readings for a particular day and any student presentations on a particular day prepare a no more one HALF page Reflection Paper. The papers should be typed, single-spaced, 12 point Times New Roman font.

Reflecting on a Reading
Please note: I do NOT want review of the book chapter, reading, or presentation (since I have already read it, listened to it, or typed lecture notes for you).
What I DO WANT: 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 DIRECTLY applied to your life, to your work life? In other words, bring the reading alive with stories and examples from your own life.

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 listening to this person?

Next to the name of the person you are evaluating, give them a number (1-100), just like I give you. I will average all student grades and use this in my final calculation of any one student’s presentation.

**Privacy Issues and Protecting Your Privacy**

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.

**APPLICATION: CORPORATE CODE or a MARKETING VIGNETTE**

Choose ONE of two things described below, 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 handout (single-spaced, 12 point Times New Roman font) for each class member.

**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 handout (single-spaced, 12 point Times New Roman font) for each class member.

STANDARDS FOR EVALUATION OF PRESENTATIONS and the FINAL PAPER
1. You must organize your paper around the 7-Step method. (on Eres)
2. 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,
3. 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."
5. 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.
   "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. You will need to give me a proposal for your final paper. 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. 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. 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.

3. You may work alone or in a group of 3 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.

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.

**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 an up-to-date handout (on Eres) that lists many topics 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. 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.

**THE BELOW DESCRIBES REQUIREMENTS FOR THE MAJOR MARKETING ETHICS 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 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.
  - 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)

B. RESEARCH: Secondary and Field Research

1. Secondary
   a. suggested time allocation: **20 to 30%**
   b. up-front library and other secondary research may be necessary
   c. be sure to look for relevant government legislation, e.g. FTC, FDA, USDA, SEC, etc., on federal, state, and local .gov sites)
   d. get the secondary research over quickly.

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 purchasers and consumers
   d. interview the manufacturer or service provider
   e. interview business practitioners, executives, etc.
   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.** 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. Therefore,

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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.)
consider the “total marketing efforts” of the brands you are tracking.

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.
        o As suggested earlier in this syllabus, follow a generally accepted format for collegiate papers.
        - 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, Spring 2012.
      - No 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. You must organize your paper around the 7-Step method. (on Eres)
4. Please use First level and Second level headings.

**SCHEDULE OF EVENTS for 390 SPRING 2012**

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<tr>
<th>Week</th>
<th>Day</th>
<th>Date</th>
<th>Topic, Chapter, Assignment</th>
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<tr>
<td>1</td>
<td>T</td>
<td>1-10</td>
<td>Syllabus, go over, Handout</td>
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Get started now on Final Paper, Pick a topic:
   a) from pages 5 and 6 in this syllabus you will the heading: **SEVEN APPROACHES RELEVANT TO ANALYZING ETHICAL**
ISSUES IN MARKETING. It lists many great general topical Areas.

b) or, Pick 1 of 17 categories from the handout a ‘Topic of Initial Interest’
- sign up for sure next T, 1-17
- begin research to narrow down to a specific topic
- ask for ideas

Please note, literally every class period I will ask 3-5 randomly chosen students to get a verbal, in class report on your progress

Discuss “Who Did More for Mankind, Mother Teresa or Mike Milken?”
(handout)

2 T 1-17 Finish student discussion on ‘Topic of Initial Interest’
Student sign up sheet on Topic will work on this semester (can be changed if needed, but start on something)
Reading Handout “Bernie Madoff…” written fall of 2010 with XU marketing major Ryan Clover, we got published together!
Discuss handout on Kohlberg’s Theory of Moral Development
Discuss BTEs (on Eres)
The 5 Minute Ethicist “Regifting” handout

Reflection paper due

4 T 1-31 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 in class

5 T 2-7 Quick Ethics Handout, 8 Ethical Theories on one page (get off Eres)
From Eres get “Lecture-Philosophy” notes from Eres. You will print out notes for:
1) Utilitarianism,
2) Kant,
3 and 4) Virtue and Feminist (two theories ONE handout)
5) Prima Facie, Common Morality
6) Justice theories
7) Rights based theories
8) Social Contract Theory
Videocase using these theories

6 T 2-14 continue Moral Theories
Videocase

7 T 2-21 continue Moral Theories
Videocase

8 T 2-28 Midterm (all the Detail Philosophy Lecture notes, BTEs, the Five Minute Ethicist, Kohlberg Moral Development). Note:
No test questions from Brenkert.
Most of the test questions will focus on these four Moral Philosophies, Utilitarianism, Kant, Virtue and Feminist ethics. There are a 6-7 questions on the remainder theories.

Tests questions will be 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. This test is very hard, but very focused. Know what I recommend and you will do well.

Chapter 2: Marketers and their Markets (Be sure to read pages 45-50 on the Marketing Concept, and Page 77 Brenkert text, EGOISM)

M-F 3-5 to 3-9 Spring Break. No classes

9 T 3-13 continue Brenkert Chapter 2
Marketing is INFLUENCING demand.
- Three general types of influence: coercion, persuasion, manipulation.
- What are the differences between coercion, manipulation and persuasion?
Coercion is...
Manipulation is...
Persuasion is...

- see Brenkert p. 50, where he asks “…when do attempts to motivate consumers amount to coercion or manipulation?”
- What is a Lie? “A lie is the absence of ________ that is owed to someone,” definition 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?
  - “__________ 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.” Garth S. Jowett and Victoria O’Donnell, Propaganda and Persuasion.
  - How is the goal of ___________ different than goal of marketing?

Reflection Paper due
“The Social Responsibility of Business is to Increase Its Profits,” by Milton Friedman, on Eres,
Reflection paper due

11  T  3-27  Brenkert, Chapter 3: From Product Development to Distribution
(no Reflection paper due)
Start Vignette presentations (1)

12  T  4-3  Carr, Albert Z., Reading: “Is Business Bluffing Ethical,” (on Eres)
Reflection paper due
Brenkert, Chapter 4: Promotion: Advertising, Retailing, and Consumers
(no Reflection paper due)
Vignette presentations (3)
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</thead>
</table>
| 13   | T   | 4-10  continue Brenkert Chapter 4  
Vignette presentations (2) |
| 14   | T   | 4-17  Brenkert, Chapter 5: Marketing in a Global Society  
**Reflection paper due**  
Vignette presentations |
| 15   | T   | 4-24  continue Brenkert Chapter 5 if needed  
Vignette presentations |
| T    | 4-1 | **Final Exam time**  
**Final Papers due in class** |