



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1FE962 Marknadsföringsetik: Principer och praxis, 7,5 högskolepoäng

1FE962 Marketing Ethics: Principles and Practices, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G1N

### **Date of Ratification**

Approved by School of Business and Economics 2023-05-29

The course syllabus is valid from spring semester 2024

### **Prerequisites**

General entry requirements + English 6.

## Objectives

After completing this course, the student should be able to:

- Account for the ethical principles that guide marketing professionals and the role of ethics in marketing practices
- Analyse the ethical dimensions of marketing practices
- Evaluate ethical dilemmas in marketing and apply ethical frameworks to resolve them
- Develop critical thinking and decision-making skills to make ethical choices in marketing practices

## Content

The course contains:

- Introduction to Marketing Ethics and Ethical Principles
- Advertising Ethics
- Consumer Privacy and Data Protection

- Social Responsibility in Marketing
- Ethical Dilemmas in Marketing and Ethical Frameworks

## Type of Instruction

Teaching is carried out as distance learning with help from a learning platform and consists of self-studies based on instructions from the course coordinator. The teaching consists of lectures, case studies and forum discussions. The course requires access to a computer and the internet. No compulsory meetings on campus are included.

## Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through a written assignment 2 credits, a case study 4 credits and a final exam 1.5 credits.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

## Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is in regular carried out anonymously.

## Required Reading and Additional Study Material

### Required literature

Lynne Eagle, L., Dahl, S., De Pelsmacker, P. & Taylor C. R. (2020) *The SAGE Handbook of Marketing Ethics*. London: SAGE Publications Ltd.

Murphy, P. E., Laczniak, G. R. & Harris, F. (2016) *Ethics in Marketing: International cases and perspectives*. London: Routledge.

### Additional study material

Scientific articles. About 400 pages.