



COURSE INFORMATION SHEET

Course Information		
Course Title	Marketing and Society	
Code	E000005851	
Degree	Master in Marketing	
Teached at	Master in Marketing [1st Year])	
Level	Official (postgraduate)	
Semester	1nd	
ECTS Credits	3	
Туре	Compulsory	
Department	Master in Marketing	
Responsible	Carlos Ballesteros	
(coord.)		
Timetable	Tuesday 17:30-21:30 (Oct 2 nd , 9 th , 16 th , 23 rd ,30 th , Nov 6 th ,13 th)	
Tutorial hours	Monday-Friday 8:30-18:00 (previous appointment per mail)	

Lecturers' Information			
Lecturer			
Name	Carlos Ballesteros García		
Department	Marketing		
Office	Alberto Aguliera 23 (OD-201) Phone Number 9	91-542-28-00, ext. 2242	
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DETAILED INFORMATION ABOUT THE COURSE

Context of the course

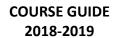
Contribution to the professional profile of the degree

This course examines the interplay between marketing and society and vice versa. In particular it enhances students' critical skills while contributing to developing system thinking. This course will further develop analytical and problem solving skills as it will help students to understand the key challenges we are facing, critically reflect on its causes and propose solutions to address them. To sum up, this course contributes to foster an ethical marketer, thus contributing to the ideal graduate profile sought in job markets

Prerequisites

Previous knowledge of Marketing fundamentals (4 Ps)

Skills-Obje	ectives			
Generic SI		ne Degree		
G01		acity to manage information and data on environment, markets and results of		
	marke ⁻	narketing strategy		
	LO1	The student meets, synthesizes, and uses a variety of data properly		
	LO2	The student understand the value and usefulness of different sources and types		
		of information		
G02 Analysis and synthesis applied to situations of markets and organizational is		is and synthesis applied to situations of markets and organizational issues in		
	marke ⁻	<u> </u>		
	LO1	The student describes, relates and interprets situations, identifying variables		
that make up the markets, the competitors and the consumers				
LO2 The student identifies data sources, extracts or generates data from		The student identifies data sources, extracts or generates data from various		
		sources and prepare data for analysis		
		The student manages the tools, processes, and infrastructure needed to		
	transform data into information			
	The student identifies problems until their effect becomes evident			
LO5 The student is able to make		The student is able to make suggestions based on the analysis		
	LO6	The student presents information effectively using different media (text,		
		graphics, audio and video)		
G05	Critica	I reasoning and argumentation in keeping with the understanding of the external		
	enviro	nment and the process of marketing management		
	LO1	The student identifies, establishes and contrasts the hypothesis, variables and		
results in a logical and critical manner		results in a logical and critical manner		
		The student is capable to review the different options and alternatives with a		
		critical thinking, enabling to discuss and argue contrary opinions		
	LO3	The student is able to give solid evidence that support his/her conclusions and		
		suggestions		





G07	Intern	ersonal abilities to listen, negotiate and persuade and working in multidisciplinary			
		teams to operate effectively in different roles, and, when appropriate, assume			
		leadership responsibilities			
	LO1	The student uses dialogue to work together and generate good relations			
	LO2	The student shows capacity for empathy and constructive dialogue			
	LO3	The student is capable of depersonalize the ideas within the framework of the			
		working group to focus on the task			
	LO4	The student participates actively in the work of group sharing information,			
		knowledge and experiences			
	LO5	The student is oriented to the achievement of agreements and common			
		objectives, contributing to the establishment and implementation of processes			
		and procedures of teamwork			
	LO6	The student develops leadership skills and does not reject the idea that what is			
		new is an opportunity for improvement and is inherent to the professional life			
G08	Ethica	I commitment in the implementation of facing ethical dilemmas-moral values and			
	social	responsibility			
	LO1	The student identifies the major environmental, economic and social problems			
		and develops plans and actions in relation to them			
	LO2	The student pursues excellence in professional performances			
	LO3	The student presents a responsible attitude toward people with the means and			
		with the resources that are used or handled			
	LO4	The student is concerned by the consequences that its activity and behavior			
		may be to others			
		sub-field of knowledge			
S01		ess Environment analysis			
	LO1	The student identifies and evaluates the dimensions of the socio-economic,			
		political and cultural context that affect organizations and marketing			
	LO2	The student argues and review the different ethical implications of a			
		corporation's environment			
	LO3	The student knows and uses the main models and tools for the			
		identification and assessment of the threats and opportunities in the context			
		of the enterprise			
S02	Marke	eting and society			
	LO1	The student takes into account a variety of stakeholders when analyzing a			
		problem			
	LO2	The student is capable of connecting the ethics and Marketing CSR to address			
		the social and environmental impact of business activity, both at local and			
		global level			
	LO3	The student provides evidence of his/her responsibility and reflexivity			

COURSE GUIDE 2018-2019



THEMATIC UNITS

Contents

1.- Marketing in the contemporary world. A history of Marketing thought

2.- Society Challenges which defies Marketing and possible answers

- 1. Ageing society
- 2. Gender issues and diversity
- 3. Sustainability
- 4. Mobility (migration, urbanisation)
- 5. Vulnerable consumers
- 6. Digitalization and knowledge society
- 7. Sharing Economy and the other so-called new economies

3.- Ethical dilemmas in Marketing

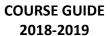
- 1. The concept of Justice in economy
- 2. Ethical dilemmas and the 4 p's
- 3. Some codes of conduct (Esomar; AMA; AEMARK)

TEACHING APPROACH AND STRATEGIES

General learning and teaching approach of the course

The main teaching approach is based on the encouragement of active participation in class. The primary means of imparting knowledge and understanding is through the lecture but students are strongly encouraged to engage in problem solving and independent reading for which they are given extensive support and guidance on reading materials and their appropriate use. The creation of an emotional relationship between the student and the course is a secondary but crucial objective This course includes some elements of PBL(Project Based Learning), Experiential Learning, Flipped Classroom, Gamification an in general it is followed an intuitive approach (from the case to the common) The course combines both individual and team work

Class-based teaching methods	SKills
 Lectures Teacher Assisted group work and in-class discussions and debates Project based learning Complementary and reinforcement activities 	CG08, CE03, CE04 CG02, CG05, CG07, CG01, CG02, CG05, CG07,
Distance Learning/at home: Actividades	Skills
Previous reading of materials	CG08, CE03, CE04
Complementary readings	CG02, CG05,
Independent study	CG07,
Individual and group assignments	CG01, CG02,
	CG05, CG07,





•	Preparation for in class discussion and debates	

SUMMARY OF STUDENT WORKING HOURS

Contact Hours				
Lectures	Teacher assisted individual or teamwork research	Simulations, rol-play, team group exercises		
12,00	6	10,00		
Non-Presential Work	Non-Presential Work			
Individual assignments and monographies writting	Research projects (individual and teamwork)	Individual study and readings	Academic tutorials	
8	16,00	6	2	
		3	ECTS (60 hours)	

ASSESSMENTS AND ASSESSMENT CRITERIA

Assessment activities	Criterion	Weigh	
Resolution and presentation of a professional challenge. Maximum 3 people teams. Each team will have an assigned sector and must respond to one of the social challenges with a "business opportunity"	 Feasibility of the proposal Documentation used and data (quantity and quality) Creativity and originality Presentation and mise en scene 	50%	
Active participation in discussions and videoforums Individual synthesis and presentation to the rest of the class a reading assigned the first day of the course by the teacher	 Depth of critical analysis that goes beyond the mere summary 	10%	
Presentation of an individual essay topic-free but relevant to the course but not seen in it. The topic choice should be discussed previously with the professor	 Relevant contents, pertinent to course topic Presence of personal reflection supported by arguments and well-founded opinions References and bibliography state-of-the-art and well referenced in text Creativity and originality 	40%	



WORK PLAN AND SCHEDULE

Activities	Date	Deadline	
Course presentation Lecture 1	Week 1		
Marketing in the contemporary world. A history of			
Marketing thought			
Vido forum "The Czechs' Dream"	March 2		
Lecture 2 Society Challenges which defies Marketing and	Week 2		
possible answers			
Ageing society			
 Mobility (migration, urbanization) 			
Lecture 3	Week 3		
Society Challenges which defies Marketing and			
possible answersGender issues and diversity			
Digitalization and knowledge society			
Lecture 4	Week 4		
Society Challenges which defies Marketing and			
possible answers			
Sustainability			
Lecture 5	Week 5		
Society Challenges which defies Marketing and possible answers			
Vulnerable consumers			
 Sharing Economy and the other so-called 			
new economies			
Lecture 6	Week 6		
Ethical dilemmas in Marketing			
Videoforum. The joneses			
Lecture 7 Recap and final activity	Week 7		
Presentation of team work			
Submit the Individual	Week 7+2		
assignment			



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BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

- Parsosn E. and Maclaran, P (2009) Contemporary Issues in Marketing and Consumer Behaviour, Burlington: MCMILLAN-ELSEVIER
- Peterson, M. (2013) Sustainable Enterprise: a macromarketing approach. Los Angeles: SAGE
- Peñaloza, L., Tolouse N. and Visconti, L. (2012) Marketing management: A cultural perspective. New York: ROUTLEDGE
- Smith B; and Porah A. (2016) Global perspectives on contemporary Marketing Education. Hersey: IGI-GLOBAL
- Kotler, P., Kartajaya, H., and Setiawan, I. (2010) Marketing 3.0: From Products to Customers to the Human Spirit. Hoboken: John WILEY&SONS