



**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
Type	Compulsory
Department	Master in Marketing
Responsible (coord.)	Carlos Ballesteros
Timetable	Tuesday 17:30-21:30 (Oct 2 <sup>nd</sup> , 9 <sup>th</sup> , 16 <sup>th</sup> , 23 <sup>rd</sup> , 30 <sup>th</sup> , Nov 6 <sup>th</sup> , 13 <sup>th</sup> )
Tutorial hours	Monday-Friday 8:30-18:00 (previous appointment per mail)

Lecturers' Information	
Lecturer	
Name	Carlos Ballesteros García
Department	Marketing
Office	Alberto Aguilera 23 (OD-201) Phone Number 91-542-28-00, ext. 2242
e-mail	ballesteros@icade.comillas.edu



**DETAILED INFORMATION ABOUT THE COURSE**

<b>Context of the course</b>
<b>Contribution to the professional profile of the degree</b>
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
<b>Prerequisites</b>
Previous knowledge of Marketing fundamentals (4 Ps)

<b>Skills-Objectives</b>		
<b>Generic Skills of the Degree</b>		
G01	Capacity to manage information and data on environment, markets and results of marketing 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 issues in marketing	
	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 various sources and prepare data for analysis
	LO3	The student manages the tools, processes, and infrastructure needed to transform data into information
	LO4	The student identifies problems until their effect becomes evident
	LO5	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	Critical reasoning and argumentation in keeping with the understanding of the external environment and the process of marketing management	
	LO1	The student identifies, establishes and contrasts the hypothesis, variables and results in a logical and critical manner
	LO2	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	Interpersonal 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	Ethical 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
Skills specific to the sub-field of knowledge		
S01	Business 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	Marketing 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



## THEMATIC UNITS

Contents
1.- Marketing in the contemporary world. A history of Marketing thought
2.- Society Challenges which defies Marketing and possible answers
<ol style="list-style-type: none"> <li>1. Ageing society</li> <li>2. Gender issues and diversity</li> <li>3. Sustainability</li> <li>4. Mobility (migration, urbanisation)</li> <li>5. Vulnerable consumers</li> <li>6. Digitalization and knowledge society</li> <li>7. Sharing Economy and the other so-called new economies</li> </ol>
3.- Ethical dilemmas in Marketing
<ol style="list-style-type: none"> <li>1. The concept of Justice in economy</li> <li>2. Ethical dilemmas and the 4 p's</li> <li>3. Some codes of conduct (Esomar; AMA; AEMARK)</li> </ol>

## TEACHING APPROACH AND STRATEGIES

General learning and teaching approach of the course	
<p>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</p> <p>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</p>	
Class-based teaching methods	Skills
<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Teacher Assisted group work and in-class discussions and debates</li> <li>• Project based learning</li> <li>• Complementary and reinforcement activities</li> </ul>	CG08, CE03, CE04 CG02, CG05, CG07, CG01, CG02, CG05, CG07,
Distance Learning/at home: Actividades	Skills
<ul style="list-style-type: none"> <li>• Previous reading of materials</li> <li>• Complementary readings</li> <li>• Independent study</li> <li>• Individual and group assignments</li> </ul>	CG08, CE03, CE04 CG02, CG05, CG07, 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			
Individual assignments and monographies writing	Research projects (individual and teamwork)	Individual study and readings	Academic tutorials
8	16,00	6	2
<b>3 ECTS (60 hours)</b>			

### 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"	<ul style="list-style-type: none"> <li>• Feasibility of the proposal</li> <li>• Documentation used and data (quantity and quality)</li> <li>• Creativity and originality</li> <li>• Presentation and mise en scene</li> </ul>	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	<ul style="list-style-type: none"> <li>• Depth of critical analysis that goes beyond the mere summary</li> </ul>	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	<ul style="list-style-type: none"> <li>• Relevant contents, pertinent to course topic</li> <li>• Presence of personal reflection supported by arguments and well-founded opinions References and bibliography state-of-the-art and well referenced in text</li> <li>• Creativity and originality</li> </ul>	40%



**WORK PLAN AND SCHEDULE**

<b>Activities</b>	<b>Date</b>	<b>Deadline</b>
Course presentation Lecture 1 Marketing in the contemporary world. A history of Marketing thought Video forum "The Czechs' Dream"	Week 1	
Lecture 2 Society Challenges which defies Marketing and possible answers <ul style="list-style-type: none"> <li>• Ageing society</li> <li>• Mobility (migration, urbanization)</li> </ul>	Week 2	
Lecture 3 Society Challenges which defies Marketing and possible answers <ul style="list-style-type: none"> <li>• Gender issues and diversity</li> <li>• Digitalization and knowledge society</li> </ul>	Week 3	
Lecture 4 Society Challenges which defies Marketing and possible answers <ul style="list-style-type: none"> <li>• Sustainability</li> </ul>	Week 4	
Lecture 5 Society Challenges which defies Marketing and possible answers <ul style="list-style-type: none"> <li>• Vulnerable consumers</li> <li>• Sharing Economy and the other so-called new economies</li> </ul>	Week 5	
Lecture 6 Ethical dilemmas in Marketing Videoforum. The Joneses	Week 6	
Lecture 7 Recap and final activity Presentation of team work	Week 7	
Submit the Individual assignment	Week 7+2	



## **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