



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-330	Marketing and Social Responsibility	6
Prerequisites	Department	Semester
MKTG-291	Marketing	Spring
Type of Course	Field	Language of Instruction
Spring	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr Marlen Demetriou	3 rd or 4 th
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Provide students with a comprehensive understanding of the Philosophy of Corporate Social Responsibility, its Basic Concepts and Processes.
- Introduce the fundamentals of Societal Marketing with emphasis on the “social”, “cause” and “values-based” marketing
- Assist students in understanding the concepts of Corporate Philanthropy, Stewardship and Corporate Citizenship
- Help students understand the value of Green Marketing and Sustainable Development in enhancing the corporate image
- Emphasize the need for a new strategic decision-making approach within a firm based on the Societal Marketing Orientation.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. analyze the need for an enlightened Marketing Strategy
2. explain the relationship between Marketing and Society
3. describe a company’s market and non-market stakeholders
4. explain the concept of Corporate Social Responsibility and how do businesses meet economic and legal obligations while being Socially responsible
5. explain what Corporate Citizenship is and how do companies as good corporate Citizens

- strive to conduct all business dealings in an ethical manner.
6. assess the need for marketing strategic decisions to be based on professional Codes of Conduct.
 7. analyze the concepts of sustainable development and green Marketing and to identify the role of Marketing to the earth's ecosystem.
 8. analyze the difference between Corporate Philanthropy and Cause Related Marketing.
 9. prepare a project on the Societal Marketing Strategy of a company or a brand of their choice.

Course Content:

1. Corporations in Society
2. Societal Marketing: A different Marketing Orientation
3. The Stakeholder Theory of a Firm
4. Corporate Social Responsibility
5. Corporate Citizenship
6. Ethics in Business
7. Business and Government in a Global Society
8. Business and Environmental Issues
9. Green Marketing
10. Corporate Philanthropy
11. Cause Related Marketing
12. Business and the Media

Learning Activities and Teaching Methods:

Lectures, Discussions with class participation and group projects.

Assessment Methods:

Project, Midterm Exam, Final Exam, Class Participation.

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Business and Society	Anne T. Lawrence, James Weber	McGraw Hill	2017	9781259737268

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Corporate Responsibility, 2nd ed.	Cannon Tom	Pearson	2012	978-0-273-73873-2
Social Marketing: Improving the Quality of Life, 2nd ed.	Kotler P. Roberto N. Lee N	Sage	2006	0-7619-2434-5