



UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code MBA-717	Course Title Corporate Social Responsibility	ECTS Credits 7.5
Department Marketing	Semester Fall, Spring, Summer	Prerequisites MBA-667
Type of Course Elective	Field Marketing	Language of Instruction English
Level of Course 2 nd Cycle	Year of Study 2 nd	Lecturer(s) Dr Marlen Demetriou
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None
Recommended Optional Programme Components: N/A		

Objectives of the Course:

The course emphasizes the need for a new strategic decision making approach within a firm based on Corporate Social Responsibility. Theoretical Advances in stakeholder theory, corporate citizenship, public affairs management, corporate governance, business partnerships and corporate philanthropy, Cause Related Marketing, Green Marketing, are covered in this course.

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

1. Explain the need for an enlightened Marketing Strategy.
2. Analyze the role of the business as part of an interactive system and the role of a manager to adopt dynamic forces in order to build a successful business–society relationship. To describe a company’s market and non-market stakeholders.
3. Identify a company’s market and non-market stakeholders and to be able to use competitive intelligence which can benefit the business and the society.
4. Analyze the concept of Corporate Social Responsibility and to be able to argue for or against the argument that a business has an obligation to all its stakeholders.
5. Analyze the concept of “Corporate Citizenship” and to identify where a business stands in its corporate citizenship development.
6. Explain why businesses should act ethically, to know the code of ethical conduct as well as the stages of moral reasoning. To be in a position to promote an ethical environment in his/her workplace.
7. Analyze the new pressures on scarce resources and the concepts of sustainable development and green Marketing. To also analyze the role of Marketing to the earth’s ecosystem.
8. Recognize the rights of a company’s stockholders, in alliance with the rights of the company’s employees, customers and all its non- market stakeholders. Must be in a position to understand the need for a business to act proactively in securing all its stakeholders’ rights in order to avoid government intervention.
9. Prepare a 5,000-6,000 word project on the Strategic Marketing Plan of a Socially Responsible company. To criticize and/ or propose an alternative course of action in order to further enlighten the company’s marketing strategy.

Course Contents:

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; Final Exam; Class Participation.

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Anne T. Lawrence, James Weber and James Post	<i>Business and Society</i>	McGraw Hill	2008 12 th Edition	0-07-11-1-2-2

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Kotler P. Roberto N. Lee N	<i>Social Marketing: Improving the Quality of Life, 2^{na} Edition</i>	Sage	2008	0-7619-2434-5