



Course Code MKTG-330DG	Course Title Marketing and Social Responsibility	ECTS Credits 6
Department Marketing	Semester Fall, Spring	Prerequisites MKTG-291DG
Type of Course Core	Field BBA DL Greek	Language of Instruction Greek
Level of Course 1 st Cycle	Year of Study 3 rd	Mode of Delivery Distance Learning
Work Placement N/A	Lecturer Dr. Marlen Demetriou	Co-Requisites None

Objectives of the Course:

The course emphasizes the need for a new strategic decision making approach within a firm based on the Societal Marketing Orientation. The whole theory is based on the fundamentals of marketing with emphasis on the “social”, “cause” and “values-based” marketing. Theoretical Advances in stakeholder theory, corporate citizenship, public affairs management, corporate governance, business partnerships and corporate philanthropy Topics like Cause Related Marketing, Green Marketing, are also covered in this course.

Learning Outcomes:

- After completion of the course students are expected to be able to:
1. To analyze the need for an enlightened Marketing Strategy
 2. To explain the relationship between Marketing and Society
 3. To describe a company’s market and non-market stakeholders
 4. To explain the concept of Corporate Social Responsibility and how do businesses meet economic and legal obligations while being Socially responsible
 5. To explain what Corporate Citizenship is and how do companies as good corporate Citizens strive to conduct all business dealings in an ethical manner.
 6. To assess the need for marketing strategic decisions to be based on professional Codes of Conduct.
 7. To analyze the concepts of sustainable development and green Marketing and to identify the role of Marketing to the earth’s ecosystem.
 8. To analyze the difference between Corporate Philanthropy and Cause Related Marketing.
 9. To prepare a project on the Societal Marketing Strategy of a company of a brand of their choice.

Course Contents:

- Corporations in Society.
- Societal Marketing: A different Marketing Orientation.
- The Stakeholder Theory of a Firm
- Corporate Social Responsibility.
- Corporate Citizenship
- Ethics in Business
- Business and Government in a Global Society
- Business and Environmental Issues
- Green Marketing
- Business and Community Stakeholders
- Corporate Philanthropy
- Cause Related Marketing.

Learning Activities and Teaching Methods:

Online Tutor-led Lecturing, Online Video/PDF Tutorials, Case Studies, Assignment, Online Interactions (Forums and Chats)

Assessment Methods:

Exercises
Assignment
Final Exam

The course includes nine (9) hours of tutorials. Your course lecturer will be delivering the specific tutorials which will be announced in due course throughout the semester. Participation in these tutorials is recommended as they will assist you in successfully completing your course.

Three tutorials of three (3) hours each will be delivered throughout the semester. The specific tutorials will be delivered in the form of face-to-face sessions which will simultaneously be delivered lived live through Web-Ex (a web conferencing system where allows students' participation). The specific live sessions will be recorded. The recordings will be also available for reviewing throughout the semester.

Required Textbook:

Authors	Title	Publisher	Year	ISBN
Anne Lawrence, James Weber	Business-Society-Stakeholders-Ethics-Public	McGrawHill Education	2013	10: 0078029473

Recommended Textbooks:

Authors	Title	Publisher	Year	ISBN
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Carroll A. & Buchholtz A.	Business and Society: Ethics, Sustainability, and Stakeholder Management Corporate Responsibility, 2 nd Ed.	Cengage Learning	2016	9781285734293
Crane A. & Matten D.	Business Ethics Managing Corporate Citizenship and Sustainability in the Age of Globalization Social Marketing: Improving the Quality of Life, 2 nd Ed.	Cengage Learning	2015	978-0-19-969731-1