



ETHICAL MARKETING AND SOCIAL RESPONSIBILITY

INSTITUTE FOR PROFESSIONAL AND EXECUTIVE DEVELOPMENT

United Kingdom

UNIT SPECIFICATION

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Unit Title

Ethical Marketing and Social Responsibility

Credit value

The credit value for this unit is 30

30 credits equivalent to 300 hours of teaching and learning
(10 hours is equivalent to 1 credit)

Guided learning hours (GLH) = 50 hours

GLH includes lectures, tutorials and supervised study. This may vary to suit the needs and requirements of the learner and/or the approved centre of study.

Directed learning = 50 hours: This includes advance reading and preparation, group study, and undertaking research tasks.

Self-managed learning = 200 hours: This includes completing assignments and working through the core and additional reading texts. It also includes personal research reading via other physical and/or electronic resources.

Learning outcome Learner will:	Assessment criteria Learner can:
<p>1.0 Understand the nature and significance of ethics in marketing management</p> <p>2.0 Understand marketing's impact on individual consumers</p> <p>3.0 Understand the impact of marketing on the society</p>	<p>1.1 Explain what is meant by ethics</p> <p>1.2 Differentiate ethics from values and morals</p> <p>1.3 Analyse the need for ethics in marketing operations</p> <p>1.4 Analyse historical developments in marketing ethics</p> <p>2.1 Examine how certain marketing practices have influenced high prices of goods and services</p> <p>2.2 Examine why marketers are sometimes accused of being involved in deceptive practices</p> <p>2.3 Examine the implications of high pressure selling on consumers</p> <p>2.4 Examine how some marketing operations create "planned obsolesces"</p> <p>2.5 Examine why marketers are sometimes accused of delivering poor service to the disadvantaged</p> <p>3.1 Examine why the marketing system is sometimes accused by critics to be creating false wants and too much materialism</p> <p>3.2 Examine why the marketing system is accused by critics to be creating too few social goods</p> <p>3.3 Examine why marketers are sometimes accused of creating cultural pollution</p> <p>3.4 Examine why marketers are sometimes accused of creating too much political power</p>

<p>4.0 Understand the impact of marketing on other businesses</p>	<p>4.1 Examine why the acquisition of competitors by larger companies is considered unhealthy for competition</p> <p>4.2 Examine how existing organizations create barriers to entry for new entrants</p> <p>4.3 Analyse marketing practices that are considered to create unfair competition</p>
<p>5.0 Understand how public actions are helping to regulate marketing</p>	<p>5.1 Explain what is meant consumerism and analyse how it helps to enforce marketing ethics</p> <p>5.2 Examine the traditional seller's rights</p> <p>5.3 Examine the traditional buyer's rights</p> <p>5.4 Explain what is meant by environmentalism and analyse how it helps to regulate marketing</p>
<p>6.0 Understand the principles of enlightened marketing</p>	<p>6.1 Explain the concept of enlightened marketing</p> <p>6.2 Explain what is meant by consumer oriented marketing and examine its significance in marketing management</p> <p>6.3 Explain what is meant by innovative marketing and examine its importance in marketing management</p> <p>6.4 Examine the nature of customer value marketing and evaluate its significance in marketing management</p> <p>6.5 Examine sense of mission marketing and evaluate its significance in marketing management</p> <p>6.6 Explain what is meant by societal marketing and examine its importance in marketing management</p>

Recommended learning resources

<p>Indicative reading</p>	<p>Groucutt et al 2004. Marketing; essential principles, new realities: London ISBN: 0 7494 4114 3</p> <p>Kotler et al 2009. Marketing, An introduction: Pearson Education London ISBN 978-0-273-71395-1</p> <p><u>Further reading</u> Paul Baines et al 2010; Marketing 2nd edition. OUP Oxford ISBN: 978-0199579617</p> <p>David Jobber 2009; Principles and practice of marketing. McGraw Hill ISBN: 978-0077123307</p> <p>Kotler et al 2009; Marketing Management. Prentice Hall ISBN: 978-0273718567</p>
<p>Learning Aid</p>	<ul style="list-style-type: none"> • A comprehensive IPED study material is available to aid in learning and research of this unit. • We supply IPED course materials free of charge. Our study materials, which offer quick learning start, are comprehensive, use simple English, and are easy to read and understand. The contents are so sufficient and self-explanatory; that in majority of cases readers do not require further support; although support is always available when you need it.