

## Course Syllabus

1	<b>Course title</b>	<b>Marketing Ethics</b>
2	<b>Course number</b>	<b>1604350</b>
3	<b>Credit hours</b>	3
	<b>Contact hours (theory, practical)</b>	Sun Tue Thu 10:30- 11:00am Mon Wed 10:00-11:00am
4	<b>Prerequisites/corequisites</b>	Principles of Marketing
5	<b>Program title</b>	
6	<b>Program code</b>	
7	<b>Awarding institution</b>	University of Jordan
8	<b>School</b>	Business Administration
9	<b>Department</b>	Marketing
10	<b>Level of course</b>	BA
11	<b>Year of study and semester (s)</b>	2022-2023 (1 <sup>st</sup> Semester)
13	<b>Other department (s) involved in teaching the course</b>	-
14	<b>Main teaching language</b>	English
15	<b>Delivery method</b>	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
16	<b>Online platforms(s)</b>	<input checked="" type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....
17	<b>Issuing/Revision Date</b>	9 <sup>th</sup> Oct 2022

### 18 Course Coordinator:

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Phone number: -  
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### 19 Other instructors:

Name:  
Office number:  
Phone number:  
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Name:  
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Email:

**20 Course Description:**

As stated in the approved study plan.

*This course will enable future marketers to form their individual perspective on ethical marketing. Through exploring issues and problems surrounding 4Ps, shareholder accountability and globalization, an ethically directed marketing function is considered.*

**21 Course aims and outcomes:**

A- Aims:

- 1.Enable future marketers to practice ethical marketing in challenging marketing dilemmas .
- 2.Having framework of values and tools to be an ethical marketer.

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

- 1.Acknowledging the main ethical concepts, foundation and theories.
- 2.Identifying and analyzing ethical dilemmas that related to marketing mix and practices.
- 3.Identifying the main ethical issues surrounding global marketing.
- 4.Describe main issues in Organizational Ethics and ethical decision basis.

SLOs SLOs of the course	SLO (1)	SLO (2)	SLO (3)	SLO (4)	SLO (5)
<b>1-Examine</b> current concepts of the Marketing role in business organizations and society, and <b>explain</b> the marketing principles in relation to the product, price, promotion and distribution functions.	**				
<b>2- Describe</b> the theories and concepts in the field of digital Marketing.					
<b>3-Identify</b> ethical issues in marketing context and critically <b>discuss</b> ethical reasoning to Marketing and business circumstances.	**	**	**	**	
<b>4-Utilize</b> applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.					
<b>5- Utilize</b> critical thinking and problem solving to <b>analyze</b> business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments.					
<b>6-Apply</b> the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.					
<b>7-Appreciate</b> the global nature of marketing and appropriate measures to operate effectively in international settings.			**		
<b>8-Work</b> efficiently within teams -to accomplish marketing projects.	**	**	**	**	

## 22. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	<b>Introduction to Marketing Ethics and Morality</b>	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	1.2	<b>Introduction to Marketing Ethics and Morality</b>	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	1.3	<b>Introduction to Marketing Ethics and Morality</b>	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
2	2.1	Marketing Research Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	2.2	Marketing Research Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	2.3	Marketing Research Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Assignment + Exam	
Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
3	3.1	Competitive Intelligence Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	3.2	Competitive Intelligence Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	3.3	Competitive Intelligence Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Assignment + Exam	
4	4.1	Segmentation and Target Marketing Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	

	4.2	Segmentation and Target Marketing Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Assignment + Exam	
	4.3	Segmentation and Target Marketing Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
5	5.1	Product Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	5.2	Product Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	5.3	Product Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam Discussions + Exam	
6	6.1	Packaging and Labeling Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	6.2	Packaging and Labeling Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	6.3	Packaging and Labeling Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
7	7.1	Pricing Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Video Case Study	
	7.2	Pricing Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	7.3	Distribution Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
8	8.1	Distribution Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	8.2	Advertising Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Video Case Study	
	8.3	Advertising Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
9	9.1	Advertising Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	9.2	Advertising Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	

	9.3	Retailing Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Video Case Study	
10	10.1	Customer Responsibilities	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	10.2	Marketing in a Global Society : Introduction	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	10.3	Marketing in a Global Society: Controversial Products .	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
11	11.1	Marketing in a Global Society: Controversial Products .	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	11.2	Marketing in a Global Society: Source of Products	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	11.3	Marketing in a Global Society: Source of Products	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
12	12.1	Marketing in a Global Society: Gifts and Bribes	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	12.2	Ethics in Organization Introduction	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	12.3	Ethical Organization and Performance	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
13	13.1	Types of Ethical Organizations	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	13.2	Types of Ethical Organizations	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	13.3	Types of Ethical Organizations	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
14	14.1	Types of Ethical Organizations	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	

	14.2	Ethical Audit	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	14.3	Ethical Audit	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
15	15.1	Social Responsibilit y	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	15.2	Code Of Ethics	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	15.3	Code Of Ethics	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	

### 23 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Mid Exam	30	Marketing Ethics Intro, Marketing Research and intelligence, 3PS	SLO1, SLO2	Week 4	Class
Project	15	Analysis and Reflections on all elements surrounding marketing mix ethical issues	All	Week 15	Moodle
Participation	5	All Chapters	All	Week 1- Week 15	Class/ MICROSOFT TEAM
Final Exam	50	All Chapters	All	Week 1- Week 8	Class

**24 Course Requirements (e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):**

**a computer/Mobile, internet connection and Microsoft Office suit.**

### 25 Course Policies:

A- Attendance policies:

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

## 26 References:

A- Required book(s), assigned reading and audio-visuals:

*George Brenkert (2014) Marketing Ethics, 1<sup>st</sup> edition, Blackwell Publishing*

B- Recommended books, materials and media:

## 27 Additional information:



Name of Course Coordinator: Yazeed Almasri Signature: ----- Date: October 9 <sup>th</sup> 2022
Head of Curriculum Committee/Department: ----- Signature: -----
Head of Department: ----- Signature: -----
Head of Curriculum Committee/Faculty: ----- Signature: -----
Dean: ----- Signature: -----