



Course Syllabus

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

Name: Yazeed Almasri	
Office number:	
Phone number: -	
Email: y.almasri@ju.edu.jo	

19 Other instructors:

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

	O. T.O.	O. T.O.	O. T.O.	O.T.O.	O.T.O.
	SLO	SLO	SLO	SLO	SLO
SLOs	(1)	(2)	(3)	(4)	(5)
01.0 6.1					
SLOs of the course					
177 ·					
1-Examine current concepts of the Marketing role in business	**				
organizations and society, and explain the marketing	**				
principles in relation to the product, price, promotion and					
distribution functions.					
2- Describe the theories and concepts in the field of digital					
Marketing.					
3-Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business					
circumstances.	**	**	**	**	
4-Utilize 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.					
5- Utilize critical thinking and problem solving to analyze					
business environment and develop marketing strategies based					
on product, price, place and promotion objectives in					
different Market segments.					
6-Apply 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.					
7-Appreciate the global nature of marketing and					
appropriate measures to operate effectively in international			**		
settings.			**		
8-Work efficiently within teams -to accomplish marketing			1		
projects.	**	**	**	**	

22. Topic Outline and Schedule:

Week	Lecture	Торіс	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
	1.1	Introduction to Marketing Ethics and Morality	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussi ons + Exam	
1	1.2	Introduction to Marketing Ethics and Morality	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussi ons + Exam	
	1.3	Introduction to Marketing Ethics and Morality	SLO1	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussi ons + Exam	
	2.1	Marketing Research Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussi ons + Exam	
2	2.2	Marketing Research Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussi ons + Exam	
	2.3	Marketing Research Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchrono us	Assignm ent + Exam	
Week	Lecture	Торіс	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
	3.1	Competitive Intelligence Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussi ons + Exam	
3	3.2	Competitive Intelligence Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussio ns + Exam	
	3.3	Competitive Intelligence Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchrono us	Assignm ent + Exam	
4	4.1	Segmentati on and Target Marketing Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchrono us	Discussio ns + Exam	

I	I	Cogmontatio	SLO2	1	Class/	Cynobrono	Assissan
		Segmentatio n and Target	SLO2		Teams/	Synchrono us	Assignm
	4.2	Marketing			Moodle	us	ent + Exam
		Ethical					+ Exam
		Issues		Face to Face			
		Segmentatio	SLO2		Class/	Synchrono	Discussio
	4.0	n and Target			Teams/	us	ns +
	4.3	Marketing Ethical			Moodle		Exam
		Issues		Face to Face			
		Product	SLO2	1 dec to 1 dec	Class/	Synchrono	Discussio
	5.1	Ethical			Teams/	us	ns +
		Issues		Face to Face	Moodle		Exam
		Product	SLO2		Class/	Synchrono	Discussio
	5.2	Ethical			Teams/	us	ns +
5		Issues		Face to Face	Moodle		Exam
		Product			Class/	Synchrono	Discussio
		Ethical			Teams/	us	ns + Exa
	5.3	Issues	SLO2		Moodle		Discussio
		1.000.00					ns +
				Face to Face			Exam m
		Packaging	SLO2		Class/	Synchrono	Discussi
	6.1	and Labeling			Teams/	us	
		Ethical		Face to Face	Moodle		ons + Exam
		Issues Packaging	SLO2	race to race	Class/	Synchrono	Discussio
		and Labeling	SLO2		Teams/	us	ns +
6	6.2	Ethical			Moodle	do	Exam
		Issues		Face to Face			Lam
		Packaging	SLO2		Class/	Synchrono	Discussio
	6.3	and Labeling			Teams/	us	ns +
		Ethical Issues		Face to Face	Moodle		Exam
			SLO2	race to race	Class/	Synchrono	Video
	7.1	Pricing Ethical	5202		Teams/	us	Case
	7.1	Issues		Face to Face	Moodle		Study
		Pricing	SLO2	1 400 10 1 400	Class/	Synchrono	Case
7	7.2	Ethical			Teams/	us	Study+E
		Issues		Face to Face	Moodle		xam
		Distribution	SLO2		Class/	Synchrono	Case
	7.3	Ethical			Teams/	us	Study+E
		Issues	<u> </u>	Face to Face	Moodle		xam
		Distribution	SLO2		Class/	Synchrono	Case
	8.1	Ethical			Teams/	us	Study+E
		Issues		Face to Face	Moodle		xam
		Advertising	SLO2		Class/	Synchrono	Video
8	8.2	Ethical			Teams/	us	Case
		Issues		Face to Face	Moodle		Study
		Advertising	SLO2		Class/	Synchrono	Case
	8.3	Ethical			Teams/	us	Study+E
		Issues	ar ca	Face to Face	Moodle		xam
		Advertising	SLO2		Class/	Synchrono	Case
	9.1	Ethical			Teams/ Moodle	us	Study+E
9		Issues	GI O3	Face to Face		Cum als see a	xam
	0.2	Advertising	SLO2		Class/ Teams/	Synchrono us	Case
	9.2	Ethical		E E	Moodle	us	Study+E
		Issues	1	Face to Face	1,100010		xam

1	1	Deteiling	SLO2	1	Class/	Synchrono	Video
	9.3	Retailing Ethical	SEO2		Teams/	us	Case
	7.0	Issues		Face to Face	Moodle		Study
		Customer	SLO2		Class/	Synchrono	Case
	10.1	Responsibilit			Teams/	us	Study+E
		ies		Face to Face	Moodle		xam
		Marketing in	SLO3		Class/	Synchrono	Case
	10.2	a Global			Teams/	us	Study+E
10		Society : Introduction		Face to Face	Moodle		xam
		Marketing in	SLO3	1 acc to 1 acc	Class/	Synchrono	Xum
		a Global			Teams/	us	
	10.3	Society:			Moodle		Case
		Controversia					Study+E
		I Products .	SLO3	Face to Face	Class/	Cunchrone	xam
		Marketing in a Global	SLO3		Teams/	Synchrono us	
	11.1	Society:			Moodle	us	Case
		Controversia					Study+E
		I Products .		Face to Face			xam
		Marketing in	SLO3		Class/	Synchrono	
1.1	11.2	a Global			Teams/ Moodle	us	Case
11	11.2	Society: Source of			Moodie		Study+E
		Products		Face to Face			xam
		Marketing in	SLO3		Class/	Synchrono	
		a Global			Teams/	us	
	11.3	Society:			Moodle		Case
		Source of		E t. E			Study+E
		Products Marketing in	SLO3	Face to Face	Class/	Synchrono	xam
		a Global	BE03		Teams/	us	
	12.1	Society:			Moodle		Case
		Gifts and					Study+E
		Bribes		Face to Face			xam
12	100	Ethics in	SLO4		Class/ Teams/	Synchrono	Case
12	12.2	Organization		F . F	Moodle	us	Study+E
		Introduction	SLO4	Face to Face	Class/	Synobrono	xam
		Ethical Organizatio	SLU4		Teams/	Synchrono us	Case
	12.3	n and			Moodle		Study+E
		Performance		Face to Face			xam
		Types of	SLO4		Class/	Synchrono	
		Ethical			Teams/	us	
	13.1	Organization			Moodle		Case
		S		E t. E			Study+E
		Types of	SLO4	Face to Face	Class/	Synchrono	xam
13		Ethical	SLO4		Teams/	us	Case
	13.2	Organization			Moodle		Study+E
		S		Face to Face			xam
		Types of	SLO4	_	Class/	Synchrono	Cose
	13.3	Ethical			Teams/	us	Case Study+E
		Organization s		Face to Face	Moodle		xam
		Types of	SLO4	Tace to Face	Class/	Synchrono	Aum
1 4	1 4 1	Ethical			Teams/	us	Case
14	14.1	Organization			Moodle		Study+E
		S		Face to Face			xam

	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
	15.1	Social Responsibilit y	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam
15	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
Activity	Mark	1 1		(VVEEK)	1 lauoi iii
		Marketing Ethics	SLO1,SL		
Mid Exam		Intro, Marketing	O2		
WIIG Exam		Research and			
	30	intelligence,3PS		Week 4	Class
	Analysis and Reflections		All		
Duningt		on all elements			
Project surrounding		surrounding marketing			
	15	mix ethical issues		Week 15	Moodle
			All		Class/
				Week 1-	MICROSOFT
Participation	5	All Chapters		Week 15	TEAM
		_	All	Week 1-	
Final Exam	50	All Chapters		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, 1st edition, Blackwell Publishing
B- Recommended books, materials and media:
27 Additional information:

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