



Form: Course Syllabus

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Issue Number and Date	2/3/24/2022/2963 05/12/2022
Number and Date of Revision or Modification	2023/10/15
Deans Council Approval Decision Number	265/2024/24/3/2
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Number of Pages	06

1. Course Title	Marketing Ethics
2. Course Number	1604350
3. Credit Hours (Theory, Practical)	3
4. Prerequisites/ Corequisites	Principles of Marketing
5. Program Title	
6. Program Code	
7. School/ Center	Business Administration
8. Department	Marketing
9. Course Level	BA
10. Year of Study and Semester (s)	2025-2026 (1 st Semester)
11. Program Degree	
12. Other Department(s) Involved in Teaching the Course	
13. Learning Language	English
14. Learning Types	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
15. Online Platforms(s)	<input checked="" type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....
16. Issuing Date	15/10/2025
17. Revision Date	

18. Course Coordinator:

Name: Yazeed Al-masri	Contact hours: 9:30-10:30
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19. Other Instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

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20. Course Description:

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. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

PLO's	*National Qualifications Framework Descriptors*
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	Competency (C)	Skills (B)	Knowledge (A)
1.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

22. Course Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
1.	*	*					Learning 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.
5.							

23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:

PLO's * CLO's	1	2	3	4	5	Descriptors**		
						A	B	C
1	**							
2								
3	**	**	**	**				
4		**						
5					**			
6					**			
7			**					
8	**	**	**	**	**			

*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.

**Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).

24. Topic Outline and Schedule:



Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	
1	1.1	<i>Introduction to Marketing Ethics and Morality</i>	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	1.2	<i>Introduction to Marketing Ethics and Morality</i>	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	1.3	<i>Introduction to Marketing Ethics and Morality</i>	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	
3	3.1	Marketing Research Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Assignment + 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	Discussions + Exam	
4	4.1	Competitive Intelligence Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Assignment + Exam	
	4.2	Segmentation and Target Marketing Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	4.3	Segmentation and Target Marketing Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Assignment + Exam	
5	5.1	Segmentation and Target Marketing 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	
6	6.1	Product 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	



					Moodle			
7	7.1	Packaging and Labeling Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	7.2	Pricing Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Video Case Study	
	7.3	Pricing 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	Distribution Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	8.3	Advertising Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Video Case Study	
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	Advertising Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
10	10.1	Retailing Ethical Issues	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Video Case Study	
	10.2	Customer Responsibilities	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	



	10.3	Marketing in a Global Society : Introduction	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: Controversial 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	
	12.1	Marketing in a Global Society: Source of Products	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
12	12.2	Marketing in a Global Society: Gifts and Bribes	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	12.3	Ethics in Organization Introduction	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	13.1	Ethical Organization and Performance	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
13	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	Types of Ethical Organizations	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	14.3	Ethical Audit	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
15	15.1	Ethical Audit	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	15.2	Social Responsibility	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	15.3	Code Of Ethics	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	

25. Evaluation Methods:

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

Evaluation Activity	*Mark wt.	CLO's					
		1	2	3	4	5	6
First Exam	30	*	*	*			
Second Exam –If any							
Final Exam	50	*		*	*		
**Class work	5						



Projects/reports	15	*	*	*	*		
Research working papers							
Field visits							
Practical and clinical							
Performance Completion file							
Presentation/exhibition							
Any other approved works							
Total 100%	100						

* According to the instructions for granting a Bachelor's degree.

**According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

Mid-term exam specifications table*

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
1	1	1	5	5	7	7	30	20	30%	1,2,3

Final exam specifications table

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
3	3	3	7	7	10	11	50	33	50%	1,3,4,



26. 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.

27. 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:

28. 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:

29. Additional information:



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Name of the Instructor or the Course Coordinator: Yazeed Almasri	Signature:	Date:
Name of the Head of Quality Assurance Committee/ Department	Signature:	Date:
Name of the Head of Department	Signature:	Date:
Name of the Head of Quality Assurance Committee/ School or Center	Signature:	Date:
Name of the Dean or the Director	Signature:	Date: