Course Syllabus  
**Social Marketing and Ethics in Marketing**

**Language of Instruction:** English

**Professor:** Helena Palumbo

**Professor’s Contact and Office Hours:**

**Course Contact Hours:** 15 hours

**Recommended Credit:** 2 ECTS credits

**Weeks:** 1

**Course Prerequisites:** There are no pre-requisites for the course. However, previous knowledge of Marketing will be useful.

**Language Requirements:** None

**Time modules:** 1-1-B

Monday to Friday from 11h to 13h and from 14.30h to 15.30h

**Course Description:**

What is Social Marketing? How can marketing reduce alcohol or tobacco consumption among youth? Should ethics play a role in marketing? What is women objectification in media? This innovative course proposes a different perspective from traditional marketing courses. We will study the relationship between marketing and other topics such as: health care, gender, corporate social responsibility, social marketing, and the environment among others. This is a learning-by-doing course where active participation in lectures will be required. Students should be prepared to both read academic papers and give presentations to the class.
Learning Objectives:
At the end of the course, students

- will have received an introduction to the basic concepts in Social Marketing.
- will have an overview of different topics related to Marketing and Ethics.
- will improve her/his critical thinking skills.
- will improve her/his oral and written communication.
- will have been an active participant of her/his learning process (both as an individual and a group)

Course Workload

The course is divided into lectures, discussions, exercises and student presentations. Students should be prepared to both read academic papers and give presentations to the class.

Methods of Instruction:

The course includes both lectures and practical exercises. Two-hour class sessions can include discussions, practical exercises and presentations. This course will follow the active-learning methodology; students will have to work and participate during the sessions. Activities could include: commenting or presenting an academic paper, solving a case study, participating in a class debate, answering some specific questions, and critically commenting some real examples of concepts learned in lecture.
Method of Assessment

Class exercises: 60%
Participation in lectures and discussions: 20%
Final exercise: 20%

Absence Policy

Attending class is mandatory and will be monitored daily by professors. The impact of absences on the final grade is as follows:

<table>
<thead>
<tr>
<th>Absences</th>
<th>Penalization</th>
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<tbody>
<tr>
<td>Up to two (1) absences</td>
<td>No penalization.</td>
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<tr>
<td>Two (2) absences</td>
<td>1 point subtracted from final grade (on a 10 point scale)</td>
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<tr>
<td>Three (3) absences or more</td>
<td>The student receives an INCOMPLETE for the course</td>
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The BISS attendance policy does not distinguish between justified or unjustified absences. The student is deemed responsible to manage his/her absences.

Emergency situations (hospitalization, family emergency, etc.) will be analyzed on a case by case basis by the Academic Director of the UPF Summer School.

Classroom Norms:

- There will be a ten-minute break during the class.
- Students must come to class fully prepared.

Course Contents:

Session 1 (Monday July 9th): Introduction to Marketing and Social Marketing

Session 2 (Tuesday July 10th): Social Marketing and Health Care

Session 3 (Wednesday July 11th): Social Marketing and Environment

Session 4 (Thursday July 12th): Marketing and Gender
Session 5 (Friday July 13th): Ethics and Marketing

**Required Readings**: The professor will assemble a course pack or indicate mandatory textbooks, academic papers or other materials. Reading assignment will be informed before the lecture.

Please note that topics may be switched from one session to another if necessary.

**Bibliography**:

Please note that bibliography may change. Students do not have to read all of them. The professor will inform which papers or book chapters students have to read before each lecture:

**Books: Students do not have to read the whole book**:


**Some Papers related with the topics. Students do not have to read all of them.**

Specific bibliography and readings assignment will be informed before the lecture.

Please note that bibliography may change:


Robertson, Kirsten, and Jessica Davidson. 2013. “Gender-Role Stereotypes in Integrated Social Marketing Communication: Influence on Attitudes towards the


Kubacki, Krzysztof, Sharyn Rundle-Thiele, Bo Pang, and Nuray Buyucek. 2015. “Minimizing Alcohol Harm: A Systematic Social Marketing Review (2000-


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