**Language of Instruction:** English  
**Professor:** Helena Palumbo  
**Professor's Contact and Office Hours:** helena.palumbo@upf.edu  
**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:** Monday to Friday from 11am to 1 pm and from 2.30pm to 3.30pm.

**Course Description:**  
What is social marketing and to what extent is it useful? Which role does ethics play in marketing? This learning-by-doing course aims to offer an overview of social marketing and ethics in marketing. It proposes a different perspective from traditional marketing courses taught at university level, as it encourages students to critically analyse chosen examples of real marketing strategies and campaigns. The course studies the relationship between marketing and other topics such as social marketing, healthcare and marketing, gender, corporate social responsibility, environment or social media, among others.

**Keywords:** Social marketing, consumer behaviour, social cognition, gender, marketing.

**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 will be announced soon.

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:**


Last revised, February 2018