

<b>Unit Title</b>	Marketing Ethics and Law
<b>Programme(s)/Course</b>	BA Marketing, CH Marketing,
<b>Level</b>	5
<b>Semester</b>	2
<b>Ref No:</b>	
<b>Credit Value</b>	20 CATS Points
<b>Student Study hours</b>	Contact hours: Student managed learning hours:
<b>Pre-requisite learning</b>	Introduction to Marketing & one level 5 Marketing unit
<b>Co-requisites</b>	None
<b>Excluded combinations</b>	None
<b>Unit Coordinator</b> <b>[Name + e mail address]</b>	Anita Peleg <a href="mailto:pelega@lsbu.ac.uk">pelega@lsbu.ac.uk</a>
<b>Parent Department</b>	Business
<b>Parent Course</b>	BA Marketing
<b>Description</b> <b>[100 words max]</b>	This unit will investigate the relationship between law and ethics identifying areas of controversy where ethical issues surface. To achieve this students will be introduced to fundamental principles of ethics and ethical reasoning so that they can debate ethical and legal issues and dilemmas. Students will analyse the fundamental role of law & government in the business environment, identifying the cultural, economic and political forces that impact on the process and evolution of marketing legislation.
<b>JACS Code</b>	
<b>Aims</b>	<p>"Law concerns what we must do, ethics concerns what we should do" (Habert &amp; Ingjulli 2008)</p> <p>The unit aims to develop a critical understanding of the relationship between law and ethics in Marketing by introducing students to the function of government and the complex ethical issues involved in business and marketing decisions. A major theme of debate and discussion running through this unit will focus on areas where legal processes are insufficient and ethical concerns become a priority.</p>

<b>Learning outcomes</b>	<p><b>Knowledge and Understanding</b> On completion of this unit students will have developed:</p> <ol style="list-style-type: none"> <li>1. An appreciation of the role of government in enforcing societal values and preventing the marketing function from wrongdoing. .</li> <li>2. Knowledge of the process of business law as it evolves in a changing cultural, economic and political environment.</li> <li>3. Understanding of the principles of ethical theory and how to apply them to moral dilemmas in Marketing.</li> <li>4. Ability to debate the legal and ethical needs of the various stakeholders affected by the marketing function.</li> <li>5. Insight into the debate as to where marketing law ends and marketing ethics begins.</li> </ol> <p><b>Intellectual Skills</b> On completion of this unit students will have developed:</p> <ol style="list-style-type: none"> <li>1. The ability to debate various legal and ethical dilemmas</li> <li>2. Select and evaluate ethical frameworks and apply them to complex problem solving.</li> <li>3. Skills associated with critical reasoning and analysis of legal and ethical problems in marketing.</li> </ol> <p><b>Practical Skills</b> On completion of this unit students will be able to:</p> <ol style="list-style-type: none"> <li>1. Debating skills</li> <li>2. Written communication skills</li> <li>3. Research legal and ethical issues</li> </ol> <p><b>Transferable Skills</b> This unit will develop the following skills:</p> <ol style="list-style-type: none"> <li>1. written communications</li> <li>2. oral communications skills</li> <li>3. Independent and analytical thinking</li> </ol>
<b>Employability</b>	Employability skills are embedded and developed within the teaching & learning of this unit. These include debating, critical reasoning of complex issues and communication skills.
<b>Teaching &amp; Learning Pattern</b>	<p>Each week will consist of an integrated three hour session with the following components:</p> <ol style="list-style-type: none"> <li>1. 2 hour lecture</li> <li>2. 2 hour seminar/workshop</li> </ol> <p>The teaching method will be based on exposition, demonstration and actual application of theoretical material in a student centred learning environment.</p> <p>Seminars will follow every lecture topic and will consist of:</p> <ol style="list-style-type: none"> <li>1. Open discussion based on lecture material.</li> <li>2. Student led seminars on a range of legal and ethical issues.</li> <li>3. Discussions and debates to develop critical reasoning skills.</li> </ol> <p>Duration: 13 weeks plus one week assessment</p>

<p><b>Indicative content</b></p>	<p><b>Introduction:</b></p> <p>The role of law and government in business and marketing</p> <ol style="list-style-type: none"> <li>1. Intro. to the legal process</li> <li>2. Basic Legal Frameworks and terminology</li> <li>3. The law as an evolving developing framework</li> <li>4. Tort vs Contract Law</li> </ol> <p>Specific Marketing Legislation (to include)</p> <ol style="list-style-type: none"> <li>1. Consumer Protection Law</li> <li>2. Intellectual Property Law</li> <li>3. Privacy</li> <li>4. Product Liability</li> <li>5. International vs national law</li> <li>6. Competition Law</li> </ol> <p>The role of ethics in marketing decisions</p> <ol style="list-style-type: none"> <li>1. Ethical Philosophy</li> <li>2. Stakeholder theory</li> <li>3. Ethical Dilemmas in Marketing (to include) <ol style="list-style-type: none"> <li>a) Pricing</li> <li>b) Promotion</li> <li>c) Product</li> <li>d) Marketing Research</li> <li>e) Distribution</li> <li>f) Digital communications</li> <li>g) Sustainability</li> </ol> </li> <li>4. Consumer ethics</li> </ol> <p>Industry response to Legal and Ethical challenges</p> <ol style="list-style-type: none"> <li>1. Corporate Social Responsibility</li> <li>2. Industry Standards and self regulation</li> <li>3. Lobbying &amp; dialogue with government</li> <li>4. Relationship building with key stakeholders</li> </ol> <p>The relationship between ethics and law Applied Case study approach studying legal and ethical dilemmas and their solution</p>
<p><b>Assessment method</b> <b>(Please give details – elements, weightings, sequence of elements, final component)</b></p>	<p>100% Coursework</p> <p>Two individual assignments assessing students critical reasoning skills, understanding of the law and application of ethical principles to specific marketing problems.</p>
<p><b>Indicative Reading</b></p>	<p><b>CORE READING:</b></p> <p>Baker, M. (2009) <i>Marketing Responsibly – Addressing the Ethical Challenges</i>, Institute of Business Ethics, London</p> <p>Blowfield, M &amp; Murray, A. (2008) <i>Corporate Responsibility a critical introduction</i> Oxford University Press</p>

	<p>Habert,T. &amp; Ingulli E. (2008) Law &amp; Ethics in the Business Environment, Centage Learning</p> <p>Kolah, A. (2002) Law for Marketers, Butterworth Heinemann</p> <p>Murphy, P.E. and Laczniak, G.R., 2006. <i>Marketing Ethics Cases and Readings</i>, Upper Saddle River, New Jersey; Pearson</p> <p><b>OPTIONAL READING:</b></p> <p>Adkins, S., 2004. <i>Who Cares Wins</i>, London; Business in the Community</p> <p>Arnold C. (2009) Ethical Marketing &amp; the New Consumer, Marketing in the New Ethical Economy John Wiley &amp; Sons</p> <p>Brenkert G. G. (2008) Marketing Ethics, Wiley - Blackwell Publishing</p> <p>Carroll, A. B., 1991. 'The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholder', <i>Business Horizons</i>, 34, p. 39–48.</p> <p>Drucker, P.F., 1981. 'What is Business Ethics?', <i>The Public Interest</i>, No 63, pp 18-36.</p> <p>Grant, J., 2007. <i>The Green Marketing Manifesto</i>, Chichester; John Wiley &amp; Sons.</p> <p>Sage Publishing (2011) A Brief Guide to Marketing Ethics</p> <p>Stear, R., 2009. <i>Ethicability. How to decide what's right and find the courage to do it</i>, 3rd edn, Roger Steare Consulting Ltd. UK.</p> <p>Wines. W. (2006) Ethics Law &amp; Business, Psychology Press</p>
<b>Other Learning Resource:</b>	<p><b>Journals:</b></p> <p>Assorted articles from:</p> <p>Business Matters</p> <p>Ethical Corporation</p> <p>Ethical World</p> <p>Globethics.net</p> <p>Guardian, Ethical Business</p> <p>Institute of Business Ethics</p> <p>International Business Ethics Review</p> <p>Journal of Business Ethics</p>