



SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

COURSE TITLE	Ethics in Marketing	
<p>Course Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Identify various social science elements within marketing ethics and the roles that they play. 2. Define social marketing and understand the concepts of behaviour change for social good. 3. Apply the basic and advanced techniques for development of social marketing strategies. 4. Make ethical decisions regarding marketing objectives that encompass the stakeholders and take various theoretical stances of ethical and values. 5. Describe the concept of corporate social responsibility and the primary premises. 6. Develop practical applications for the conduct & character of marketing in society. 		
<p>Gist of this course in maximum 3 to 4 lines</p>	<p>The course is based on the use of marketing principles to develop social marketing strategies and programs and to bring behavioral change for a social good. The course will assess marketing ethical decision-making processes, issues and organizational control mechanisms.</p>	
Detailed syllabus		
Unit	CONTENTS OF THE COURSE	No. of Lectures
1.	<p>1. <u>Ethical Issues in Marketing</u></p> <ol style="list-style-type: none"> 1.1. Defining Marketing Ethics, Importance of Ethics in Marketing 1.2. Areas in Marketing Ethics: Beyond 4 P's 1.3. Ethics in Advertising and Promotion, Unfair or Deceptive Marketing Practices 1.4. Normative Marketing Ethics 1.5. Integration of Ethics in Marketing Strategies 1.6. Indian Ethical Norms and Values for Marketers. 	12
2.	<p>2. <u>Title of the Topic: Consumerism and Marketing</u></p> <ol style="list-style-type: none"> 2.1. Meaning and Definition of Consumerism 2.2. Factors Affecting Consumerism 2.3. Benefits of Consumerism 2.4. Consumer Movement and Rights of Consumers 2.5. Consumer Groups in India <ul style="list-style-type: none"> • Consumer Guidance Society of India (CGSI) • Voluntary Organization in Interest of Consumer Education (VOICE) • Consumer Care Society • Citizen consumer and Civic Action Group (CAG) 	14

	<ul style="list-style-type: none"> • Consumer Guidance Society of India • All India Chamber of Consumers (AICOC) • Consumer Unity and Trust Society (CUTS) • Consumer Rights Education & Awareness Trust (CREAT) <p>2.6. Consumer Protection Act 2019</p>	
3.	<p>3. <u>Title of the Topic:</u> Marketing and Corporate Social Responsibility</p> <p>3.1 Definition- Evolution- Need for CSR; Corporate Citizenship; Scope of CSR</p> <p>3.2 Strategies for CSR and Challenges</p> <p>3.3 Role of Stakeholders in CSR</p> <p>3.4 CSR and Corporate Philanthropy</p> <p>3.5 Models for Implementation of CSR</p> <p>3.6 Drivers of CSR and Importance of CSR in Contemporary Society</p> <p>3.7 Role of Various Institution in CSR</p>	14
4.	<p>4. <u>Title of the Topic:</u> Marketing Approach for Social Change</p> <p>4.1. Social Marketing: Meaning and its Objectives</p> <ul style="list-style-type: none"> • Application of Social Marketing • Ethics in Social Marketing • Social Marketing v/s Commercial Marketing • Various Social Marketing Campaigns • Recent Trends in Social Marketing <p>4.2. Who does Social Marketing? Social Responsibilities of a Marketing Manager, Challenges in Social Marketing.</p> <p>4.3. Societal Marketing:</p> <ul style="list-style-type: none"> • Definition, Meaning and Objectives • Societal Marketing v/s Social Marketing <p>4.4. Cause Related Marketing:</p> <ul style="list-style-type: none"> • Meaning and its Objectives • Campaigns in India <p>4.5. How does Social Marketing differ from Societal Marketing and Cause Related Marketing?</p> <p>4.6. Favorable and Unfavorable Impact of Marketing on Society</p>	14
	Total Number of Lectures	54