

HIGHER EDUCATIONAL INSTITUTION OF UKOOSPILKA
“POLTAVA UNIVERSITY OF ECONOMICS AND TRADE”

Department of Marketing

ACADEMIC DISCIPLINE SYLLABUS

«Socio-ethical marketing»

for 2022-2023 academic year

Year and semester of study	elective course
Educational program / specialization	
Speciality	
Sphere	
Degree	Bachelor

Professor,
Degree,
position

Ivannikova Maryna Mykolayivna
Candidate of Economics,
Associate Professor of Department of Marketing

Telephone	+38-050-614-74-58
Email	ivannikovam83@gmail.com
Schedule	http://schedule.puet.edu.ua/
Consultations	http://www.marketing.puet.edu.ua/
Distance Course	https://el.puet.edu.ua/

Course description

Aim of the course	The purpose of the discipline is to form the ability to conduct socially responsible marketing policy of the company, focused on the preservation and development of social values, preservation and maintenance of the environment, the formation of conscious consumption
Length	5 credits (150 hours (lectures - 20, practical classes 40, independent work - 90))
Forms and Methods of instruction	Practical classes in the classroom, independent work under the schedule
Control	Control: attending classes; homework; discussion of lesson material; tasks; presentations, testing; module work. Final control – credit test.
Basic skills	Speaking, listening, writing and reading skills
Language of instruction	English

The list of competencies provided by this course, program learning outcomes

Learning outcomes	Competencies
<p>Analyze and forecast market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.</p> <p>Demonstrate the ability to apply an interdisciplinary approach and perform marketing functions of a market entity.</p> <p>Perform functional responsibilities in the group, offer sound marketing solutions.</p> <p>Demonstrate responsibility in relation to moral, cultural, scientific values and achievements of society in professional marketing activities.</p>	<p>Ability to exercise one's rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.</p> <p>Ability to preserve and increase moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, techniques and technologies. active recreation and healthy living.</p> <p>Ability to abstract thinking, analysis and synthesis.</p> <p>Ability to learn and master modern knowledge.</p> <p>Ability to apply knowledge in practical situations.</p> <p>Ability to work in a team.</p> <p>Ability to act socially responsibly and consciously.</p> <p>Ability to use theoretical principles of marketing to interpret and predict phenomena and processes in the marketing environment.</p> <p>Ability to conduct marketing activities based on understanding the nature and content of marketing theory and the functional relationships between its components.</p> <p>Ability to offer improvements in the functions of marketing activities.</p>

Content of the course

Topic	Types of work	Tasks for independent work
Module 1. «The social significance of marketing»		
Topic 1. Social sphere as an object of marketing and business partner of business. Characteristics of markets and marketing in the social sphere	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	The subject and objectives of marketing in the social sphere. Marketing as a social technique. Social sphere as an object of marketing and business partner of business. Features of marketing in the social sphere. Commercial and non-commercial market participants. Consumer goods.
Topic 2. Strategies and concepts of social marketing. Marketing as a social technique	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Concepts, models and directions of social marketing as the art of competitiveness and as a "bar" of the consumer. Features of competition in the social sphere
Topic 3. Marketing planning in the social sphere. Socially significant projects and programs. Marketing a socially significant problem - CRM	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Marketing planning in the social sphere. Socially significant projects and programs. The main directions of social activity of commercial and non-commercial organizations. Implementation tools and methods of evaluating social programs. Marketing a socially significant problem - CRM
Topic 4. Social competence and responsibility. Social partnership.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Corporate social responsibility: programs and methods of activity. Tools for social competence and social partnership
Topic 5. Development of a complex of social marketing. Social innovations	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Complex of social marketing. Methods of promoting a socially significant product. The life cycle of a social product. Social innovation, marketing innovation (organizations and projects)
Module 2. «Social areas of marketing»		
Topic 6. Marketing in the	Attending classes; homework; discussion of	Management of marketing in the social sphere.

Topic	Types of work	Tasks for independent work
field of culture, traditions and applied folk art. Entertainment industry. Show business	theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Social paradoxes and the market
Topic 7. Marketing in the field of services and non-profit marketing. Types and technologies of services. Features of marketing services. Non-profit marketing. Education marketing.	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Strategies for social marketing of ideas, interests, organizations and territories. Competitions of social marketing campaigns and brands. Event marketing. Service Industries. Non-profit activities. Non-profit marketing: features of planning and management. Fundraising. Volunteering. Environmental marketing.
Topic 8. Methods of research in the social sphere Segmentation and positioning in social marketing	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Marketing information about the social sphere. Marketing information systems. The specifics of socio-marketing research on lifestyle, needs and motives for behavior. Differentiation of socially significant goods and services.
Topic 9. Commodity production as a sphere of socially significant services	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Social concept of movement of goods and sales. Direct marketing, CRM, event marketing
Topic 10. Social programming and neurotechnology in marketing	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Social programming of behavior and events. Social advertising and branding as social marketing technologies. The use of pneumotechnology in the social sphere.

Literature

1. Ethics, Social Responsibility and Sustainability in Marketing. Ipek Altinbasak-Farina,
2. Sebnem Burnaz, 2019.
3. Ethical Branding and Marketing. Cases and Lessons. Edited By Hagai Gringarten, Raúl Fernández-Calienes. 2019
4. Corporate Social responsibility and Ethics- An Emerging Market Perspective. Robert-Hinson, Abednego-Okoe. 2018
5. Marketing Ethics. George G. Brenkert. 2018
6. Handbook on Ethics and Marketing. Edited by Alexander Nill, Professor of Marketing and International Business, University of Nevada, Las Vegas, US. 2015

Software

Microsoft Office.

Policy of evaluation

1. Policy of deadlines: tasks that are submitted with violation of deadlines without valid reasons are evaluated by a lower score (75% of the possible maximum number of points per activity). You can do the modules for the second time only with the permission of a professor in case you have a valid reason (for example, disease).
2. Policy of academic honesty: cheating during module works and testing is forbidden (including the use of mobile phones). Mobile devices are allowed to be used only during online testing and preparation of practical tasks during the lesson.
3. Attendance policy: class attendance is a mandatory component. For objective reasons (for example, illness, employment, internship) training can take place online (Moodle) and consultations with a professor.
4. Policy of accepting the results of non-formal education: <http://puet.edu.ua/uk/publiczna-informaciya>.

Grading

Types of work	Maximal points
Module 1 (Topics 1-5): attendance (4 points); home task (4 points); participation in class (9 points); independent work (8 points); tests (4 points); module work (11 points)	50
Module 2 (Topics 6-10): attendance (4 points); home task (4 points); participation in class (9 points);	50

independent work (8 points); tests (4 points); module work (11 points)	
Total	100

Scale of grading

Points	ECTS Grade	National Grade
90-100	A	Outstanding performance
82-89	B	Very good
74-81	C	Good
64-73	D	Satisfactory
60-63	E	Fairly satisfactory
35-59	FX	Fail (unsatisfactory work with possibility of taking exam for the second time)
0-34	F	Fail (unsatisfactory work with possibility of taking the course for the second time)