



Hong Kong University of Science and Technology

MARK1220 (L1) Marketing and Society  
Fall, 2019-20

All students must read this document carefully. Always consult it before asking questions about the course.

#### A. GENERAL INFORMATION

<b>Instructor:</b>	Prof. Coral PUIG	
	Office: LSK4056	Email: coralpuig@ust.hk
	Office Hours: by appointment	
<b>Teaching Assistant:</b>	Kitty HUNG	Email: kittyhung@ust.hk
<b>Course webpage:</b>	<a href="https://canvas.ust.hk/">https://canvas.ust.hk/</a> Log into the course website with your ITSC account	
<b>Lecture Venue</b>	LSK-1003	<b>Lecture Time:</b> Tue & Thurs 1:30pm – 2:50pm

#### B. COURSE DESCRIPTION & LEARNING OBJECTIVES

##### COURSE DESCRIPTION

Consumers are demanding that companies take more responsibilities for their actions. A success of a company is no longer just based on profits. Consumers and shareholders are questioning the companies' values, its impact on society and how it chooses to care for the world around us.

This course will challenge the dynamics of marketing and the role it now plays within a social, sustainable and/or ethical context. As a marketing manager, we will explore and analyze current social issues affecting marketing decisions within the context of business strategy. We will review the new approaches to business marketing success – and look at businesses that appear to be doing it right for themselves, and right for the community – companies that are socially accountable yet still turn a profit.

##### LEARNING OBJECTIVES

This course aims to help students understand the dynamics of marketing decision-making and the impact these decisions have on society's well-being or "bad-being".

##### Cognitive Skills

Students will develop analytical skills such as:

- \* The ability to apply marketing theories and concepts to nonprofit marketing contexts;
- \* The ability to critically appraise the relevant issues regarding the dark side of marketing.
- \* The ability to discuss and evaluate the roles and responsibilities of marketing in society;

##### Subject Specific Skills

Students will gain:

- \* The ability to apply theoretical and analytical frameworks to real world marketing problems and cases and reflect on their own behavior and experiences as consumers;

- \* The ability to question or challenge accepted ideas or assumptions within the marketing discipline;
- \* A sensitivity to the problems and challenges in both commercial and nonprofit marketing when it comes to consumer behaviour;
- \* The ability to prepare well-structured and basic argued reviews of nonprofit marketing campaigns;
- \* The ability to work individually and as part of a team in the presentation of academic work but also in the discussion and debate of the positive and negative effects of marketing in society;
- \* The ability to analyze and utilize problem solving skills in real marketing problems.

Upon completing this course, students will have:

1. Developed a holistic understanding of marketing contribution to society's current and future well-being.
2. Developed skills to shift business' core values and objectives towards social well-being needs and insights.
3. Developed and enhanced their written and oral (debating) communication skills.

The following list provides a summary of the Intended Learning Outcomes for this course:

1. Knowledge and understanding of
  - a) the distinctions between social and societal marketing,
  - b) the different applications of marketing theories and concepts, including Social Businesses, B companies, Nonprofit, Health, Social and Green Marketing amongst others,
  - c) the positive contributions and negative consequences of marketing on society,
  - d) the issues and debates surrounding marketing and business ethics
  - e) our role as individuals and the positive impact we can have on corporations and the world at large

#### 2. Intellectual skills

Students will develop analytical skills such as:

- a) the ability to apply marketing theories and concepts to a variety of nonprofit marketing concepts,
- b) the ability to discuss and evaluate the roles and responsibilities of marketing in society,
- c) the ability to critically appraise the relevant issues in social and responsible marketing in both academic and practitioner literature,

#### 3. Professional/subject specific/practical skills

Students will gain:

- a) the ability to apply theoretical and analytical frameworks to real world marketing problems and cases and reflect on their own behavior and experiences as consumers,
- b) sensitivity to the problems and challenges in both commercial and social marketing,
- c) the ability to shape business objectives with a societal approach.

#### 4. Transferable skills

By the end of the course students are expected to:

- a) to communicate and exchange ideas and questions in both large and small group settings,
- b) reflect society values with respect to ethical practice from both professional and consumer perspectives

### **C. MATERIALS**

1. Lecture notes will be available on the course's Canvas website before or after the lecture as well as the reading material for every week.
2. Videos will be shown in class and their content may appear on quiz.

### **D. COURSEWORK & ASSESSMENT**

This course is primarily delivered through interactive lecture-discussion sessions. Students are expected to read assigned readings prior to class and raise questions to the group.

Case analyses and debates are conducted to provide illustrations and applications of topics discussed in class, and to provide an opportunity to develop and improve the students' analytical and presentation skills.

Coursework	Weighting (%)
Class Participation <sup>1,2,3,4,5</sup>	13
Research Credit	2
Group Project & Presentation	40
Peer Evaluation	10
Quiz	35

1. Students are expected to attend every class and be on time. Attendance will contribute to your participation grade. Learning in this class depends heavily in your willingness to expose your insights and points of view to the rest of the group. You are expected to read assigned materials, watch the videos, make questions and contribute to class discussions. I may call on students to volunteer their point of view or do role playing to encourage debates. Never be afraid to express your opinions. Remember there are often no right or wrong answers. I know good answers and ideas in marketing and business management are usually discovered via collaboration and teamwork.
2. Participation in discussions & etiquette (e.g. be punctual, no talking, no phones). Please, use a paper with your full English name in front of you during class.
3. Activities related to lectures/videos. Attend your assigned section to receive credit!
4. Any student who participates 10 times or more in class (or read and comment an optional reading for that week) before the semester is over can get 80% of the in-class participation. To participate more than 2 times in the same lecture does not increase the grade but it is a bonus for students' learning process. Students' participation will be tracked by writing down students' names and students' numbers in the in-class participation sheet before the lecture ends.
5. The Oct 22 in-class activity accounts for the other 20% of the in-class participation.

### Team Activities Overview

The purpose of team activities is to expose you to business endeavors and problems in a realistic business context, i.e., in a team. Teams are expected to:

1. Sit together in lecture.
2. Work together on the Group Project and in-class activities.
3. Manage activities and resolve conflict internally. You can stave off conflict by defining individual responsibilities early on. Please contact me if major problems arise.

**Team Formation Arrangement** (tentative): 5 students in each group. Submit your group list in Canvas, which includes your *FULL name, nickname, Student ID, UST email and your contact number*, **before 11:59pm on Sep 17** (Tues). You will be assigned a group number afterwards. If you do not have a group by the aforementioned deadline, you will be assigned a group.

**Peer Assessment:** Peer assessment provides me with a glimpse into what happened behind the scenes, be it exceptionally good individual contributions or free-loading problems, and may be used to adjust individual scores. Each team member will (anonymously) evaluate each of his/her teammates once in this semester.

Peer evaluations will be completed online. You will be informed when the peer evaluation system becomes available and you will have around 1 week to complete your evaluations. Failure to complete peer evaluations within 1 week will result in a deduction from your individual score on that assignment.

## Coursework Components

### 1. QUIZ

There is 1 quiz in this course (“closed book” & multiple choice). It will cover material from lectures (including videos). Bring your student ID to the quiz; no exceptions. Also bring HB pencils, an eraser, and a pen (blue or black ink only). You will record your answers on an optical scan sheet. Refer to the course schedule for quiz date, time and location. A seating plan may or may not be posted for the quiz.

**Under no circumstances will a make-up quiz or assignment be administered** because it is impossible for me to construct a quiz or assignment that is equal in difficulty to the original. If you miss the quiz, approval is granted only for documented illness or certain school-related academic or sporting events. Most absences require approval in advance.

### 2. GROUP PROJECT & PRESENTATION

You can choose to do a societal marketing plan from an original business idea (assumption: all projects have to be defined to be launched in HKUST campus only, to simplify research work), or you can choose one of the real projects that are being done from the Sustainability Department at HKUST and have to change to actually implement your project in campus.

Professor Davis Bookhart will come to our class to brief us about projects we can collaborate with his department.

### 3. MARKETING EXPERIMENT (Research Credit)

Students enrolled in this class are expected to earn 2 research credits (worth 2% of the grade). This can be done through participation in 2 *marketing experiments* (of 1 hour each).

*Marketing experiments* will be scheduled throughout the semester and students can sign up for these experiments. Instructions on how to sign up will be given to you once the add/drop period is over. They will be posted on your course website. (It is your responsibility to familiarize yourself with the procedures so you are notified of experiments when they are posted). Note that all research experiments begin on time and if you are late, you will miss your chance. If you sign up and then fail to show up (and this occurs several times), you might be blocked from further participation.

Questions about this component of the grade should be sent to [markexpt@ust.hk](mailto:markexpt@ust.hk).

## Course Grades

All assignments, quizzes, etc. are averaged (using the weights indicated above) and an overall percentage score is calculated for each of you. The university requires that these percentage scores be translated into letter grades and has rules regarding the percentage of students who can be assigned each of those letter grades. This means that your final letter grade depends on where you rank in the class. All letter grades will follow the distribution requirements of the university. Unless you suspect a calculation error, do not attempt to negotiate a better grade. Any request for grade recalculation must be made in writing and submitted within one week of the grade being posted.

## **E. ACADEMIC INTEGRITY**

Academic integrity is a critical value of the university community. Integrity violations destroy the fabric of a learning community and the spirit of inquiry that is vital to the effectiveness the University. **Cheating** entails offering or receiving assistance from other people or sources. To avoid cheating, quizzes must be completed without the assistance of notes or other people, and team assignments must be completed entirely and solely by the members of the team. **Plagiarism** is copying anything from another source without citing that source. To avoid plagiarism, you are required to provide appropriate citations when you use ideas and arguments or otherwise draw on others' work. If you present the materials or ideas of an existing company as your own, without acknowledging the source, I will consider this plagiarism. For example, it is plagiarism to present a pre-existing product/service as your own new idea in your marketing plan. Pre-existing products/services should be treated as competitors in the marketplace.

**If you cheat or plagiarize, you may fail either a quiz/assignment or the course.** I have zero tolerance for cheating or plagiarism and there are no acceptable excuses for these offenses. To learn more, all students should visit the website <http://tl.ust.hk/integrity>. If you are uncertain what it means to cheat or plagiarize, please ask.

The value of in-class activities (discussions, interactive learning exercises, etc.) is diminished by prior knowledge of them. You are explicitly requested to avoid discussing class activities with students in other sections of this course. While such discussions do not constitute cheating, they are explicitly discouraged.

<b>F. MISCELLANEOUS NOTES</b>
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1. Attend the lecture section in which you are officially enrolled. Otherwise, you will not receive credit for in-class team activities.
2. Check your HKUST email and the course webpage regularly for important announcements and updates.
3. The lecture topics, schedule, assignments, and grading schemes are subject to change. Please be sure to have the most up-to-date documents.

**MARK1220 CLASS SCHEDULE (TENTATIVE)**

Day	Date	Topic	Assignment Due / Pre-Reading
Tues	Sep 3	Movie Time: "The True Cost"	<a href="https://hbr.org/2018/06/5-surprising-findings-about-how-people-actually-buy-clothes-and-shoes">https://hbr.org/2018/06/5-surprising-findings-about-how-people-actually-buy-clothes-and-shoes</a>
Thurs	Sep 5	Sep 5: Prof Davis Bookhart Briefing	
Tues	Sep 10	The Basics of Consumer Behavior: Maslow Pyramid.  Implications of Marketing in Fashion and population perceived happiness	<a href="https://hbr.org/2019/01/how-retail-changes-when-algorithms-curate-everything-we-buy">https://hbr.org/2019/01/how-retail-changes-when-algorithms-curate-everything-we-buy</a>  <a href="https://www.fashionnetwork.com/news/Sustainable-luxury-illusion-or-reality-1155631.html#.XcdiqOMr6vc.linkedin">https://www.fashionnetwork.com/news/Sustainable-luxury-illusion-or-reality-1155631.html#.XcdiqOMr6vc.linkedin</a>
Thurs	Sep 12	Guest Lecture - by Diego Dultzin Lacoste - related to Fast Fashion and Marketing	Guest Lecturer's bio: <a href="https://www.linkedin.com/in/diegodultzin">https://www.linkedin.com/in/diegodultzin</a>
Tues	Sep 17	Implications of Marketing in Cigarettes, Alcohol & Drugs consumption (Pharmaceutical and Recreational)	<b>Team formation deadline:</b> 11:59pm on Sep 17  <a href="https://hbr.org/2016/05/when-sensory-marketing-works-and-when-it-backfires">https://hbr.org/2016/05/when-sensory-marketing-works-and-when-it-backfires</a> <a href="https://hbr.org/2011/05/when-every-customer-is-a-new-customer">https://hbr.org/2011/05/when-every-customer-is-a-new-customer</a> <a href="https://www.fool.com/investing/2018/06/09/5-economic-reasons-to-legalize-marijuana.aspx">https://www.fool.com/investing/2018/06/09/5-economic-reasons-to-legalize-marijuana.aspx</a>
Thurs	Sep 19		
Tues	Sep 24	Implications of Marketing in Food & Beverage Industry	TBD
Thurs	Sep 26	Movie Time: 'Cowspiracy'	
Thurs	Oct 3	20-min brief by Marie Biolo - Co-Founder & Head of Operations at Pelago Events  + Project Discussion (Attendance Mandatory)	<a href="https://pelago.events/about-pelago/">https://pelago.events/about-pelago/</a>  Before class, teams need to prepare 200-word explanation of the project they will work on and share with Professor during class.
Tues	Oct 8	Marketing and Politics	<a href="https://www.nbcnews.com/politics/supreme-court/kavanaugh-accuser-ford-provides-four-sworn-declarations-supporting-her-allegation-n913216">https://www.nbcnews.com/politics/supreme-court/kavanaugh-accuser-ford-provides-four-sworn-declarations-supporting-her-allegation-n913216</a> <a href="https://www.facebook.com/WEFvideo/videos/10154758444436479/">https://www.facebook.com/WEFvideo/videos/10154758444436479/</a> <a href="https://youtu.be/6BRSHxRolfE">https://youtu.be/6BRSHxRolfE</a>
Thurs	Oct 10	Marketing the Base of the Pyramid: Implications of Global Marketing versus Local Culture. Globalization and Globalism.	

Tues	Oct 15	Marketing and Climate Crisis – Recycling	<a href="https://www.weforum.org/agenda/2019/09/sustainable-development-impact-summit-2019-new-york?sfns=mo">https://www.weforum.org/agenda/2019/09/sustainable-development-impact-summit-2019-new-york?sfns=mo</a> <a href="https://www.youtube.com/watch?v=P8GCjrDWWUM">https://www.youtube.com/watch?v=P8GCjrDWWUM</a> <a href="https://www.youtube.com/watch?v=DkZ7BJQupVA">https://www.youtube.com/watch?v=DkZ7BJQupVA</a> <a href="https://www.weforum.org/agenda/2019/09/we-created-an-initiative-to-fight-plastic-waste-here-are-3-takeaways-from-our-first-year?utm_source=Facebook%20Videos&amp;utm_medium=Facebook%20Videos&amp;utm_campaign=Facebook%20Video%20Blogs">https://www.weforum.org/agenda/2019/09/we-created-an-initiative-to-fight-plastic-waste-here-are-3-takeaways-from-our-first-year?utm_source=Facebook%20Videos&amp;utm_medium=Facebook%20Videos&amp;utm_campaign=Facebook%20Video%20Blogs</a>
Thurs	Oct 17		
Tues	Oct 22	In-class Activity (refer to Canvas)	
Thurs	Oct 24	Implications of Marketing in Travel and Leisure industry	<a href="https://www.scmp.com/business/money/spending/article/2179430/lipsticks-cultural-twist-help-beijings-forbidden-city-woo">https://www.scmp.com/business/money/spending/article/2179430/lipsticks-cultural-twist-help-beijings-forbidden-city-woo</a>  <a href="https://www.telegraph.co.uk/news/2018/11/23/designers-dolce-gabbana-issue-apology-china-racism-row/">https://www.telegraph.co.uk/news/2018/11/23/designers-dolce-gabbana-issue-apology-china-racism-row/</a>
Tues	Oct 29		
Thurs	Oct 31	Marketing deceptive practices: cultural pollution, cultural appropriation, programmed obsolescence, consumer misleading.	The Gillette ad about toxic masculinity. <a href="https://www.teenvogue.com/story/gillette-ad-toxic-masculinity-made-men-mad">https://www.teenvogue.com/story/gillette-ad-toxic-masculinity-made-men-mad</a>
Tues	Nov 5	From Green Washing to CSR and Sense of Mission Marketing	
Thurs	Nov 7		
Tues	Nov 12	Class <i>CANCELLED</i>	
Thurs	Nov 14	Marketing and Social Businesses: Gamechangers and Social Entrepreneurs	
Tues	<b>Nov 19</b>	<b>Group Project Presentation</b>	Oral Presentation & Written Report <ul style="list-style-type: none"> <li>• Presentation slides &amp; Written Report (Deadline) <ul style="list-style-type: none"> <li>○ Hardcopy: <b>before</b> presentation starts</li> <li>○ Softcopy: <b>before</b> 11:59pm on Nov 26 (Tues) through Canvas</li> </ul> </li> </ul>
Thurs	<b>Nov 21</b>		
Tues	<b>Nov 26</b>		
Thurs	<b>Nov 28</b>	<b>Quiz</b>	