



Hong Kong University of Science and Technology

MARK4290F (L1) Brand Activism in Strategic Marketing  
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 12pm – 1:20pm <b>Tutorial Time:</b> Tues: 7pm – 7:50pm ( <i>notification in advance</i> )

#### B. COURSE DESCRIPTION & LEARNING OBJECTIVES & COURSE OUTCOMES

##### COURSE DESCRIPTION & LEARNING OBJECTIVES

The objective of this Course is to help students to get the necessary understanding and tools to be able to differentiate and **therefore to be able to support in the design** of a Corporate Social Responsibility Program, a Sense-of-Mission Marketing Strategy or an Activist Marketing Strategy.

This Course is aiming to help future Marketing Directors and Responsible Leaders to navigate different business management trends in an environment where the simultaneous creation of Social Added-Value from Brands keeps increasing with special focus in Brand Activism. Brand Activism consists of business efforts to promote, impede, or direct social, economic, and/or environmental reform or stasis with the desire to promote or impede improvements in Society.

It will provide students with an in-depth understanding of how consumer's trust have shifted in the recent years and their expectations towards Brands' and Companies' responsibility have increased significantly and how marketing principles can be applied to use this shift not only as a Business opportunity but as a way to solve the problems Humankind is facing in the early XXI century. We will tap into how to create short-term impact or long-term genuine change in the world and how this can lead to increase loyalty and Share of Market/Share of Heart.

We will explore dimensions of product Brand-based and corporate "Purpose-led" Marketing and learn to analyze and develop marketing and organizational strategies that deliver mutual benefits for business and society. Areas of study include: Green Washing, Cause-related Marketing, Sense-of-mission Marketing, Corporate Social Responsibility and Brand Activism.

##### COURSE OUTCOMES

- Understand the Activist Economy as an evolution of the Experience Economy concept and potential.
- Understand terms and trends in “Purpose-led” Marketing and Brand Activism.
- Be able to use SWOT, Comparative and Competitive analyses to make recommendations for strategy development based on consumers’ Social, Environmental or Economic concerns (using Sustainable Development Goals from United Nations)
- Be able to detect Market Opportunities from actual Consumer’s concerns
- Understand how the Activist Economy affects and can impact current and new Business models, Startups and Social Entrepreneurs
- Develop and present a go-to-market plan that delivers Consumers in HKUST campus to make a stand (added-value/Tripe bottom line Business idea in a sustained way).

### C. MATERIALS

1. Extracts from “Brand Activism: From Purpose to Action (Philip Kotler, 2018)” (Available in Canvas. Refer to course schedule for assigned chapters.) (Please **DO NOT** distribute it to others due to copyright.)
2. 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.
3. 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>	20
Research Credit	2
Group Project & Presentation	34
Peer Evaluation	12
Quiz	32

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 13 times or more in class before the semester is over can get 70% of the 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, while Nov 5 in-class activity accounts for the remaining 10% of 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): *4 to 5 students* in each group (depending on the final enrolment number). 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 with 2 open questions to answer with 250 words max). 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 need to do a business plan based on one of the five types of brand activism (i.e. Progressive Brand Activism, Regressive Brand Activism, Social Brand Activism, Environmental Brand Activism and Economic Brand Activism). Detailed instructions will be announced later.

#### **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.

### **F. MISCELLANEOUS NOTES**

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.

**MARK4290F CLASS SCHEDULE (TENTATIVE)**

Day	Date	Topic	Assignment Due / Pre-Reading
Tues	Sep 3	Course Introduction	Course Event Description (available in Canvas)
Thurs	Sep 5	The Decline in Trust	<a href="https://www.edelman.com/trust-barometer">https://www.edelman.com/trust-barometer</a>
Tues	Sep 10	From Green Washing to Brand Activism	<a href="https://www.businessnewsdaily.com/10946-greenwashing.html">https://www.businessnewsdaily.com/10946-greenwashing.html</a> <a href="https://www.levistrauss.com/2019/03/25/world-water-day-2019-saving-h2o/">https://www.levistrauss.com/2019/03/25/world-water-day-2019-saving-h2o/</a> <a href="https://fortune.com/2018/09/04/levi-strauss-gun-violence-parkland/">https://fortune.com/2018/09/04/levi-strauss-gun-violence-parkland/</a>
Thurs	Sep 12		
Tues	Sep 17	Committed Target Audience evolution: From responsible Consumption to a new brave new Generation of Consumers Sep 19: Project discussion + Introduction to how to design a purpose-led marketing strategy	<b>Team formation deadline:</b> 11:59pm on Sep 17  <a href="http://www.marketingjournal.org/finally-brand-activism-philip-kotler-and-christian-sarkar/">http://www.marketingjournal.org/finally-brand-activism-philip-kotler-and-christian-sarkar/</a>
Thurs	Sep 19		
Tues	Sep 24	New Generation of Consumers + Cause Marketing	Cause Marketing: <a href="https://www.adweek.com/agencies/brand-activism-is-driving-more-meaningful-connections/">https://www.adweek.com/agencies/brand-activism-is-driving-more-meaningful-connections/</a>
Thurs	Sep 26	Cause Marketing versus Purpose Marketing	<a href="https://www.forbes.com/sites/afdhelaziz/2018/10/29/the-power-of-purpose-how-adidas-will-make-1-billion-helping-solve-the-problem-of-ocean-plastic/">https://www.forbes.com/sites/afdhelaziz/2018/10/29/the-power-of-purpose-how-adidas-will-make-1-billion-helping-solve-the-problem-of-ocean-plastic/</a>
Thurs	Oct 3	Brand Activism Intro	Chapter 3 extract from "Brand Activism: From Purpose to Action" (available in Canvas) <a href="https://ssir.org/articles/entry/leading_with_purpose_the_new_business_norm">https://ssir.org/articles/entry/leading_with_purpose_the_new_business_norm</a> <a href="http://www.activistbrands.com/a-critique-of-purpose/">http://www.activistbrands.com/a-critique-of-purpose/</a> <a href="https://www.scmp.com/lifestyle/fashion-beauty/article/3031932/vans-sneakers-pulled-sale-hong-kong-after-protest-themed">https://www.scmp.com/lifestyle/fashion-beauty/article/3031932/vans-sneakers-pulled-sale-hong-kong-after-protest-themed</a>
Tues	Oct 8	Brand Activism Cases	
Thurs	Oct 10	Progressive vs Regressive Brand Activism	
Tues	Oct 15	Brandshaming	
Thurs	Oct 17	Social Brand Activism	
Tues	Oct 22	Oct 22: in-class activity (refer to Canvas)	<a href="https://news.gallup.com/poll/240725/democrats-positive-socialism-capitalism.aspx">https://news.gallup.com/poll/240725/democrats-positive-socialism-capitalism.aspx</a>
Thurs	Oct 24	Environmental Brand Activism	<a href="http://www.marketingjournal.org/the-regressive-brand-the-dark-side-of-brand-activism-philip-kotler-and-christian-sarkar/">http://www.marketingjournal.org/the-regressive-brand-the-dark-side-of-brand-activism-philip-kotler-and-christian-sarkar/</a> <a href="https://www.patagonia.com/home/">https://www.patagonia.com/home/</a>
Tues	Oct 29		
Thurs	Oct 31	Economic Brand Activism + In-class activity  Nov 12 Class <i>CANCELLED</i>	<a href="https://www.creativereview.co.uk/the-guardian-hope-is-power/">https://www.creativereview.co.uk/the-guardian-hope-is-power/</a> <a href="https://www.xpatathens.com/living-in-athens/work-business/business-news/item/7434-the-financial-times-call-for-a-reset-in-capitalism">https://www.xpatathens.com/living-in-athens/work-business/business-news/item/7434-the-financial-times-call-for-a-reset-in-capitalism</a>
Tues	Nov 5		
Thurs	Nov 7		
Tues	Nov 12		

Thurs	Nov 14		<a href="https://techcrunch.com/2019/10/23/tiktoks-new-set-of-safety-videos-teach-users-about-features-the-apps-focus-on-positivity/">https://techcrunch.com/2019/10/23/tiktoks-new-set-of-safety-videos-teach-users-about-features-the-apps-focus-on-positivity/</a> <a href="https://www.theguardian.com/media/2019/may/23/woke-washing-brands-cashing-in-on-culture-wars-owen-jones">https://www.theguardian.com/media/2019/may/23/woke-washing-brands-cashing-in-on-culture-wars-owen-jones</a>
Tues	Nov 19	Intrapreneurial, Social Entrepreneurs and Employees Brand Activism	
Thurs	<b>Nov 21</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: <i>before</i> presentation starts</li> <li>○ Softcopy: <i>before</i> 11:59pm on Nov 26 (Tues) through Canvas</li> </ul> </li> </ul>
Tues	<b>Nov 26</b>		
Thurs	<b>Nov 28</b>	<b>Quiz</b>	