



Hong Kong University of Science and Technology

MARK1220 (L1) Marketing and Society
Spring, 2018-19

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

A. GENERAL INFORMATION

Instructor:	Prof. Coral PUIG	
	Office: LSK4056	Email: coralpuig@ust.hk
	Office Hours: by appointment	
Teaching Assistant:	Kitty HUNG	Email: kittyhung@ust.hk
Course webpage:	https://canvas.ust.hk/ Log into the course website with your ITSC account	
Lecture Venue	LSK-G012	Lecture Time: Tue & Thurs 10:30am – 11:50am

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 ^{1,2,3}	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!

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: 5 students in each group. Email the TA (kittyhung@ust.hk) your *FULL name, nickname, Student ID and UST email*, along with email title "*MARK1220 Group Formation*", **before 11:59pm on Feb 19 (Tues)**. You will be assigned a group number by then. 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 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 marketing plan or project based on the business case instead of an original business idea. In other words, you can use the case as inspiration. Detailed instructions will be announced later.

3. **MARKETING EXPERIMENT**

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.

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.

MARK1220 CLASS SCHEDULE (TENTATIVE)

Day	Date	Topic	Assignment Due / Pre-Reading
Thurs	Jan 31	Movie Time: "The True Cost"	
Tues	Feb 12		
Thurs	Feb 14	The Basics of Consumer Behavior: Maslow Pyramid.	https://hbr.org/2018/06/5-surprising-findings-about-how-people-actually-buy-clothes-and-shoes
Tues	Feb 19	Implications of Marketing in Fashion and population perceived happiness	https://hbr.org/2019/01/how-retail-changes-when-algorithms-curate-everything-we-buy Team formation deadline: 11:59pm on Feb 19
Thurs	Feb 21	Implications of Marketing in Cigarettes, Alcohol & Drugs consumption (Pharmaceutical and Recreational)	https://hbr.org/2016/05/when-sensory-marketing-works-and-when-it-backfires https://hbr.org/2011/05/when-every-customer-is-a-new-customer https://www.fool.com/investing/2018/06/09/5-economic-reasons-to-legalize-marijuana.aspx
Tues	Feb 26		TBD
Thurs	Feb 28	Implications of Marketing in Food & Beverage Industry	
Tues	Mar 5	Movie Time: 'Cowspiracy'	Teams need to have already prepared and explanation of the project they will work on (around 1,000 words) and share with me during class.
Thurs	Mar 7	In-class team project activity Marketing and Politics	https://www.nbcnews.com/politics/supreme-court/kavanaugh-accuser-ford-provides-four-sworn-declarations-supporting-her-allegation-n913216
Tues	Mar 12		https://www.facebook.com/WEFvideo/videos/10154758444436479/ https://youtu.be/6BRSHxRolfE
Thurs	Mar 14	Implications of Marketing in Energy usage, water consumption, plastic and recycling behaviors. Marketing and Climate Change.	https://www.youtube.com/watch?v=P8GCjrDWWUM
Tues	Mar 19		https://www.youtube.com/watch?v=DkZ7BJQupVA
Thurs	Mar 21	In-class Activity: Why are we so bad at acting towards Climate Change?	
Tues	Mar 26	Guest Lecture TBD	TBD

Thurs	Mar 28	Implications of Marketing in Travel and Leisure industry	https://www.scmp.com/business/money/spending/article/2179430/lipsticks-cultural-twist-help-beijings-forbidden-city-woo https://www.telegraph.co.uk/news/2018/11/23/designers-dolce-gabbana-issue-apology-china-racism-row/
Tues	Apr 2	Marketing deceptive practices: cultural pollution, cultural appropriation, programmed obsolescence, consumer misleading.	The Gillette ad about toxic masculinity. https://www.teenvogue.com/story/gillette-ad-toxic-masculinity-made-men-mad
Thurs	Apr 4	Corporate Social Responsibility versus Brand Activism	Danone Case.
Tues	Apr 9	Marketing the Base of the Pyramid: Implications of Global Marketing versus Local Culture. Globalization and Globalism.	(Last opportunity to ask questions before presentation day)
Thurs	Apr 11	TBD	
Tues	Apr 16	Project Teamwork Session	https://www.toms.com/ https://www.muhammadyunus.org/
Thurs	Apr 25	Marketing and Social Businesses: Gamechangers and Social Entrepreneurs	
Tues	Apr 30	Group Project Presentation	Oral Presentation & Written Report <ul style="list-style-type: none"> • Presentation slides (Deadline) <ul style="list-style-type: none"> ○ Hardcopy: before presentation starts ○ Softcopy: before 11:59pm on May 7 through Canvas • Written Report (Deadline) <ul style="list-style-type: none"> ○ Softcopy ONLY: before 11:59pm on May 7 through Canvas
Thurs	May 2		
Tues	May 7		
Thurs	May 9	Quiz	