



Hong Kong University of Science and Technology

MARK1220 (L1 & L2) Marketing and Society  
2021 Spring

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 (online via zoom AND f2f during this semester in alternative weeks, on Friday morning from 11am to 1pm)	
<b>Teaching Assistant:</b>	Jasmine LEUNG	Email: mkjasmine@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>	Zoom Meeting ID: 967 3529 5563  Passcode: 1220	<b>Lecture Time:</b> <b>L1:</b> MoWe 10:30PM - 11:50PM <b>L2:</b> WeFr 12:00PM - 01:20PM

#### 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". On successful completion of this subject, students should be able to:

- Appreciate the variety of social, political and economic forces affecting marketing organizations at the global and local level.
- Identify and analyze current public issues in the interplay between marketing and society, such as advertising to children, junk food, materialism and climate change.
- Critically evaluate the debates around the ethical and social responsibilities of marketers;
- identify the different ethical frameworks for engaging in those debates; and understand how marketers can respond to calls for ethical and social responsibility.

- Apply the above learning to real world cases and situations.

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 basic 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 basic 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 better 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</sup> - Online class participation 6.67% <sup>4,6</sup> - 2 Topic essays of 200 words 11.67% <sup>5</sup> - In-class Activity 6.66%	25
Research Credit	2
Group Project & Presentation	30
Peer Evaluation	13

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). Since our classes will be conducted through Zoom this semester, please **identify yourself with your student number** before your class contribution.
3. Activities related to lectures/videos. Attend your assigned section to receive credit!
4. Online class participation refers to your class contribution during our Zoom classes.
5. You'll need to submit 2 essays with different lecture topics, which can include content discussed in class. 3-point system will be applied: 1pt-just submit with nothing stand out; 2pt-good; 3pt-well done. You cannot submit the essays all at once and they have to be submitted before May 1st.
6. Any student who participates 10 times or more in class before the semester is over can get the full **6.67%** of online class participation. To participate more than once in the same lecture does not increase the grade but it is a bonus for students' learning process.

### 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. Work together on the Group Project and in-class activities.
2. 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): [There is an assignment on Canvas How to Form a Group which helps you with getting started in forming your own group.](#) Group size is 5 per group and the instructor reserve the right to add members/ combine groups depending on final class size.

**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, choose one open ended-question out of two). It will cover material from lectures (including videos).

**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**

***Presentation time limit: 13 minutes per group*** + 2 minutes of buffer for the tech set up

- If you do the set up in less than 2 minutes, you can use the extra time to present.
- For presentation schedule, please refer to Canvas announcement.

***Written report page limit: 5 pages***

- Remember to include your Group Number and Names & Student IDs of members who contribute to the group project in your written report.
- Page limit does not include any of the following: cover page, content page, references, appendix (please bear in mind the appendix is **NOT GRADED**)
- No other formatting restrictions e.g. font type, font size or line spacing are made for those of you that would like to use a creative design for your final report. Should you wish to write it in standard reporting style the requirement is words have to be a readable size (size 12 and up) and standard 1 inch margins at least.

### 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. All experiments will be conducted online. Please refer to the student manual in Canvas for how to sign up and participate. (It is your responsibility to familiarize yourself with the procedures, and you are notified of experiments when they are posted). 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

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.

<b>E. ACADEMIC INTEGRITY</b>
------------------------------

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.** We 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>
-------------------------------

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
Mon	Feb 1	Course Intro	<ul style="list-style-type: none"> <li>• “Why Great Innovation Needs Great Marketing”</li> </ul>
Wed	Feb 3	Marketing and Fashion I: Intro to Consumer Psychology and Movie Time (intro to min 00:14, min 20 to min 00:46, min 00:52, min 55 to hour 1:05, hour 1:11 to hour 1:20, hour 1:26 to hour 1:28)	<ul style="list-style-type: none"> <li>• Video: The True Cost (the trailer)</li> <li>• “Is fashion bad for the environment - World Economic Forum”</li> </ul>
Mon	Feb 8	Marketing and Fashion II: Movie Time and intro to Fast Marketing and Society	<ul style="list-style-type: none"> <li>• “5 Surprising findings about how people actually buy clothes and shoes”</li> <li>• “Top Chinese model Li Jingwen bares her freckles for Zara and all hell breaks loose”</li> </ul>
Wed	Feb 10	Marketing and Fashion III: the traps of Fast Fashion Marketing (Video: Neuromarketing: the new science of consumer decisions by Terry Wu) In-class activity : Debate	<ul style="list-style-type: none"> <li>• Lectures Marketing and Fashion I and II slides</li> <li>• “Sustainable luxury: Illusion or reality?”</li> </ul>
Mon	Feb 15	Public Holiday – No class	
Wed	Feb 17	Marketing and Food I	<ul style="list-style-type: none"> <li>• Video: Thirst on National Geographic Channel</li> <li>• “How the Victorians started our global obsession with meat”</li> </ul>
Mon	Feb 22	Marketing and Food II: Movie Time	<ul style="list-style-type: none"> <li>• Video: Cowspiracy documentary</li> </ul>
Wed	Feb 24	Marketing and Food II: Food security	<ul style="list-style-type: none"> <li>• Video: Food for thought- China's Food Safety - 101 East</li> </ul>
Mon	Mar 1	Marketing and Food III: lecture wrap-up and Intro to Greenwashing and CSR	<ul style="list-style-type: none"> <li>• <a href="https://www.theguardian.com/sustainable-business/2016/aug/20/greenwashing-environmentalism-lies-companies">https://www.theguardian.com/sustainable-business/2016/aug/20/greenwashing-environmentalism-lies-companies</a></li> </ul>
Wed	Mar 3	From Greenwashing to Cause Marketing Explication about the project course assignment	<ul style="list-style-type: none"> <li>• Group project introduction (30 minutes)</li> <li>• <a href="https://www.bizcommunity.com/Article/196/422/152155.html">https://www.bizcommunity.com/Article/196/422/152155.html</a></li> <li>• H&amp;M conscious collection ad and McDonalds sustainable packaging ad (Type 1 and 2 of greenwashing most common practices)</li> </ul>
Thur	Mar 4	Guest lecture	<ul style="list-style-type: none"> <li>• Guest lecture by Ms. Benita Chick (Founder and CEO of Encompass HK) – Participation will be counted</li> </ul>
Mon	Mar 8	Marketing and recycling	<ul style="list-style-type: none"> <li>• “Teamtrees”</li> <li>• the video "Selfish" (not a typo, it is written like this on purpose) <a href="https://vimeo.com/333203660">https://vimeo.com/333203660</a></li> <li>• Video: Why humans are so bad at climate change</li> <li>• Video: WEF video about the impact we can have on plastic</li> </ul>

Wed	Mar 10	In-class activity: debate about minimalism Marketing and Mindful consumption	<ul style="list-style-type: none"> <li>• <a href="https://theminimalistvegan.com/mindful-consumption/">https://theminimalistvegan.com/mindful-consumption/</a></li> </ul>
Mon	Mar 15	Marketing and Climate crisis (Lack of action)	<ul style="list-style-type: none"> <li>• Video: DAVOS 2020: MAKING A FAIRER WORLD   WORLD ECONOMIC FORUM</li> <li>• Video: Bali girls TED talk</li> </ul>
Wed	Mar 17	Marketing and Climate crisis (Solutions)	Discussion about the Course group projects
Mon	Mar 22	Marketing and political propaganda	<ul style="list-style-type: none"> <li>• Video: The Truth Is Worth It: Resolve   The New York Times</li> </ul>
Wed	Mar 24	Marketing and political propaganda III	<ul style="list-style-type: none"> <li>• Video: The danger of the single story TED Talk</li> </ul>
Mon	Mar 29	Coolness : basic consumer psychology Marketing and Cigarettes and Alcohol	<ul style="list-style-type: none"> <li>• <a href="https://www.ted.com/talks/caleb_warren_what_makes_things_cool">https://www.ted.com/talks/caleb_warren_what_makes_things_cool</a></li> </ul>
Wed	Mar 31	Mid-term break – No class	
Mon	Apr 5	Mid-term break – No class	
Wed	Apr 7	Marketing and Cigarettes and Alcohol	
Mon	Apr 12	Marketing Travel and Leisure Project Time	<ul style="list-style-type: none"> <li>• <a href="https://www.forbes.com/sites/johnnyjet/2018/08/20/how-is-overtourism-impacting-travel-to-popular-destinations/#744922a935b8">https://www.forbes.com/sites/johnnyjet/2018/08/20/how-is-overtourism-impacting-travel-to-popular-destinations/#744922a935b8</a></li> <li>• <a href="https://fortune.com/2020/10/11/covid-travel-flights-to-nowhere-psychology/">https://fortune.com/2020/10/11/covid-travel-flights-to-nowhere-psychology/</a> <a href="https://www.scmp.com/magazines/post-magazine/short-reads/article/3104625/airlines-running-flights-nowhere-environmental">https://www.scmp.com/magazines/post-magazine/short-reads/article/3104625/airlines-running-flights-nowhere-environmental</a></li> </ul>
Wed	Apr 14	Marketing and Social Businesses	<ul style="list-style-type: none"> <li>• Video: Simon Sinek Start with Why TED talk</li> <li>• “22 Awesome Social Enterprise Ideas and Examples”</li> </ul>
Mon	Apr 19	Marketing and Social Media	The Social Dilemma (Netflix)
Wed	Apr 21	Marketing and Education	<ul style="list-style-type: none"> <li>• Video: School kills creativity TED talk</li> </ul>
Mon	Apr 26	Project Presentations	<ul style="list-style-type: none"> <li>•</li> </ul>
Wed	Apr 28	Project Presentations	
Mon	May 3	Project Presentations	Upload presentation slides and written report to Canvas BEFORE 11:59pm on Apr 28.
Wed	May 5	COURSE WRAP-UP	Peer evaluation ( <a href="https://ipeer.ust.hk">https://ipeer.ust.hk</a> )
TBC	TBC	QUIZ	Final exam: Multiple Choice (25 questions) plus 1 open question to choose out of 2 (100 words top). Total time 25 minutes.