

MCS 4300: Marketing and Society

Section 01, Tuesday and Thursday, 10:00 am – 11:20 am; MACS, Room 121

**Department of Marketing and Consumer Studies
College of Management and Economics
University of Guelph
Winter 2012**

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Tuesday and Thursday, 1:30 pm – 2:30 pm
(Or by appointment)

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Course Description from the 2011-2012 Undergraduate Calendar

MCS*4300 Marketing and Society W (3-0) [0.50]

This course focuses on how the dissemination of marketing knowledge can influence society through the decisions made by public policy makers, corporate decision makers and non-profit marketers. It also covers how the marketing decisions made and actions taken by corporate, non-profit and public sector decision makers can affect society. As the theme of 'reciprocal influence' is developed, both direct and indirect influences of marketing knowledge and marketing decisions are pursued.

Prerequisite(s): 15.00 credits including [MCS*2600](#)

Restriction(s): This is a Priority Access Course and some restrictions may apply during some time periods. Please contact the department for more information.

Course Objectives

This course is designed to provide undergraduate students with an opportunity to gain a further understanding about the nature and scope of marketing, as well as gain awareness about some key ethical issues and social criticisms of marketing. Upon completion of this course, students should be familiar and knowledgeable about key terminology relating to marketing and society, including macromarketing, transformative consumer research, social marketing, puffery, deception in advertising, marketing ethics, and corporate social responsibility.

Classes will take the form of lectures, case analyses, class discussion, videos and documentaries, and guest speakers. An effort will be made to have one or two guest speakers during the term. For example, it is anticipated that a guest lecture will be given by Josh D'Alvise, a graduate student from the Department of Marketing and Consumer Studies, as well as Ron Hill, who is the editor of the *Journal of Public Policy and Marketing* and a professor at Villanova University. Please note that there is no required textbook for this class; the required readings list consists mainly of academic journal articles (including seminal papers on particular topics), which are a mix of conceptual and empirical papers. The readings are accessible online from the library. The expectation of this class is to challenge each student to think critically.

General Expectations

The size of the class admittedly poses a challenge, but informed discussions are critical to learning in this course. Try to come to class with enthusiasm. You are encouraged to share stories in class that relate to the topics we are learning, and to point out any issues that seem confusing.

A D2L or Desire to Learn site for MCS*4300 has been established that is password protected and accessible only to those enrolled in the course (see <http://courselink.uoguelph.ca>). PowerPoint slides used during the lectures will be posted, but please note that copies of class handouts will not be provided on the website. Students should also check the MCS*4300 website regularly for course-related news and announcements.

Grading/Evaluation

Students will be evaluated on the basis of two assignments, an exam, and a final paper concerning a topic of their interest. The evaluation weighting is as follows:

Assignments (2 x 15%)	30%
Exam	35%
Major Paper	<u>35%</u>
	100%

Assignments. There will be two homework assignments during the term; each assignment is worth 15% of your final grade. Assignments are to be completed by groups of *two* people. Submissions should include a title page and be typed, double spaced, and use 12 point font with one inch margins. Please submit your assignments on standard white paper, stapled together at the top left-hand corner (do not use fancy coverings or binders). Grammar and spelling is an important criterion of evaluation. The assignments are due at the beginning of class. ***Late submissions will not be accepted.***

Assignment 1. Select an advertisement from a magazine that, in your opinion, is inaccurate, misleading/deceptive, or unacceptable on the basis of claims, depictions, or portrayals. It will be helpful to refer to *The Canadian Code of Advertising Standards*, from Advertising Standards Canada, in identifying an advertisement that would likely prompt preparing and submitting a complaint. Additionally, it would be useful to consider how *deception* is defined by relevant regulatory bodies. Try to be convincing in making an argument about what concerns you about the advertisement. Be sure to identify the source of the advertisement (title of magazine, date of issue) and attach the advertisement to your assignment. Submissions should be no more than 3 pages (not including title page).

The submission deadline for Assignment 1 is during the beginning of class on Tuesday, February 28.

Assignment 2. One objective of this course is to build awareness about some key social criticisms of marketing. With this objective in mind, prepare an op-ed or commentary article on a topic of your choosing. The subject matter of your editorial or opinion article should be relevant to work covered in the course. Please also give consideration to which newspaper you would likely select for the submission of your article, and whether the timing of your submission would be critical.

You are encouraged to refer to op-ed or commentary articles found in various newspapers for guidelines about style and format. Op-ed or commentary pieces are usually found on the page opposite to the editorial page (e.g., see the “Comment” pages of *The Globe and Mail*). Most op-ed pieces take the style of an essay or thesis, using arguments to promote a particular point of view. However, paragraphs of op-ed or commentary pieces are typically shorter than those found in academic-style articles, and citations are not provided in the publication. Articles submitted for use on a newspaper comment page are usually between 650 and 750 words in length.

The submission deadline for Assignment 2 is during the beginning of class on Tuesday, March 13.

Exam. An exam will be held in-class on Tuesday, April 3 and cover material from the entire course. All assigned readings and in-class discussion are testable. The format of the exam will consist of both multiple choice and short answer questions (and potentially include one question that is based on a case).

Note: *Appropriate medical or compassionate documentation is required to receive academic consideration for being unable to take a midterm or final exam at the designed time, and you must notify the professor **at least one day in advance** that you will be unable to attend. Consideration with regard to the final exam will involve taking a make-up exam that you will arrange with your Academic Advisor.*

Final Paper. Final papers are to be completed by groups of *two* people. Students will submit a paper based on a topic of their choosing, although the paper must focus on material pertinent to work covered in this course. The final paper will review and discuss any relevant literature concerning your (marketing and society) topic of interest. You are encouraged to meet with me to discuss the suitability of your final paper topic.

Submissions should be no more than 15 pages (not including title page), typed, double spaced, and use 12 point font with one inch margins. Please submit your papers on standard white paper, stapled together at the top left-hand corner (do not use fancy coverings or binders). Once again, grammar and spelling is an important criterion of evaluation. You will be marked on how well you integrate concepts discussed during the course, as well as your ability to write an understandable and readable paper that is grammatical and shows good literary form (i.e., correct word spelling, appropriate word choice, and interesting to read). The final paper must include an abstract, page numbers, headings and sub-headings to enhance readability, and a complete list of references. You must be explicit and thorough with references; all information taken from another source, whether quoted verbatim or merely summarized, must be properly acknowledged in the body of the document. Every student who is registered in this class is expected to have read and understood the rules regarding student academic dishonesty, and is expected to know the rules regarding plagiarism.

Final papers are due on Monday, April 9. *Late submissions will be deducted 10% per day.*

Overall, this course follows the University grading scheme outlined in the University Calendar:

A+	90-100%	Excellent: An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
A	85-89	
A-	80-84	
B+	77-79	Good: A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
B	73-76	
B-	70-72	
C+	67-69	Acceptable: An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
C	63-66	
C-	60-62	
D+	57-59	Minimally acceptable: A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
D	53-56	
D-	50-52	
F	0-49	Fail: An inadequate performance.

Academic Dishonesty. Every student who is registered in this class is expected to have read and understood the rules regarding student academic dishonesty which are stated in the 2011-2012 Undergraduate Calendar. Each student is expected to know the rules regarding plagiarism (including the reuse of papers or assignments previously used in other courses, submitting academic work that is not your own, as well as not citing other people's work where appropriate), and to know that ignorance of these rules cannot be used as a defence against a charge of academic dishonesty. The University's policy on plagiarism is outlined at <http://www.academicintegrity.uoguelph.ca/>, along with possible punishments for violations.

SYLLABUS

Weekly Topic Schedule: (tentative and may change)

Topic 1 **Course Introduction (January 10)** **What is Marketing and Society? (January 12)**

Gundlach, G.T. (2007). The American Marketing Association's 2004 definition of marketing: Perspectives on its implications for scholarship and the role and responsibility of marketing in society. *Journal of Public Policy and Marketing*, 26 (2), 243-250.

Grönroos, C. (2006). On defining marketing: Finding a new roadmap for marketing. *Marketing Theory*, 6 (4), 395-417.

Kotler, P. & Zaltman, G. (1971). Social marketing: An approach to planned social change. *Journal of Marketing*, 35 (3), 3-12.

Topic 2 **Social Marketing (January 17 and 19)**

Andreasen, A.R. (1994). Social marketing: Its definition and domain. *Journal of Public Policy and Marketing*, 13 (1), 108-114.

Andreasen, A.R. (2002). Marketing social marketing in the social change marketplace. *Journal of Public Policy and Marketing*, 21 (1), 3-13.

Goldberg, M.E. (1995). Social marketing: Are we fiddling while Rome burns? *Journal of Consumer Psychology*, 4 (4), 347-370.

Topic 3 **Culture Jamming (January 24, 26, and 31)**

Video Screening of Documentary, *Culture Jam*

Rumbo, J.D. (2002). Consumer resistance in a world of advertising clutter: The case of *Adbusters*. *Psychology & Marketing*, 19 (2), 127-148.

Kozinets, R.V. & Handelman, J.M. (2004). Adversaries of consumption: Consumer movements, activism, and ideology. *Journal of Consumer Research*, 31 (December), 691-704.

Thompson, C.J., Rindfleisch, & Arsel, Z. (2006). Emotional branding and the strategic value of the doppelganger brand image. *Journal of Marketing*, 70 (January), 50-64.

Video Screening of Documentary, *The Yes Men*

Topic 4 Government Regulation: Public Policy Analysis (February 2)

Pal, L.A. (1992). *Public policy analysis: An introduction* (2nd edition) [Chapter 2, Policy Analysis: Theoretical Approaches, pp. 16-37]. Scarborough, ON: Nelson Canada.

Patton, C.V. & Sawicki, D.S. (1993). *Basic methods of policy analysis and planning* (2nd edition) [Chapter 2, The Policy Analysis Process, pp. 46-73]. Upper Saddle River, NJ: Prentice Hall.

Topic 5 Government Regulation: Identifying Misleading and Deceptive Advertising (February 7 and 9)

Russo, J.E., Metcalf, B.L., & Stephens, D. (1981). Identifying misleading advertising. *Journal of Consumer Research*, 8 (September), 119-131.

Petty, R.D. (1997). Advertising law in the United States and European Union. *Journal of Public Policy and Marketing*, 16 (1), 2-13.

Petty, R.D. & Andrews, J.C. (2008). Covert marketing unmasked: A legal and regulatory guide for practices that mask marketing messages. *Journal of Public Policy and Marketing*, 27 (1), 7-18.

Topic 6 Self-Regulation: Identifying Inaccurate, Misleading/Deceptive, or Unacceptable Advertising (February 14 and 16)

Rotfeld, H.J., Jevons, C., & Powell, I. (2004). Australian media vehicles' standards for acceptable advertising. *Journal of Advertising*, 33 (4), 65-73.

Boddewyn, J.J. (1991). Controlling sex and decency in advertising around the world. *Journal of Advertising*, 20 (4), 25-35.

Video Screening of Documentary, *Killing Us Softly*

READING WEEK – NO CLASSES (February 21 and 23)

Topic 7 **Controversial Product Sectors: Tobacco (February 28) and Genetically Modified Foods (March 1)**

Pollay, R.W. (2000). Targeting youth and concerned smokers: Evidence from Canadian tobacco industry documents. *Tobacco Control*, 9 (2), 136-147.

Dewhirst, T. & Davis, R.M. (2008). Key principles of tobacco promotion and rationales for regulation. In: *The Role of the Media in Promoting and Reducing Tobacco Use* (Chapter 3, pp. 53-97), Tobacco Control Monograph No. 19. Bethesda, MD: U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute.

Video Screening of Documentary, *The Future of Food*

Case: “Controversy Over Genetically Modified Food”

Topic 8 **Vulnerable Target Markets (March 6) and Impoverished Consumers (March 8)**

Rittenburg, T.L. & Parthasarathy, M. (1997). Ethical implications of target market selection. *Journal of Macromarketing*, 17 (2), 49-64.

McAlister, A.R. & Cornwell, T.B. (2009). Preschool children’s persuasion knowledge: The contribution of theory of mind. *Journal of Public Policy and Marketing*, 28 (2), 175-185.

Hill, R.P. (2002). Consumer culture and the culture of poverty: Implications for marketing theory and practice. *Marketing Theory*, 2 (3), 273-293.

Topic 9 **Debates about the Value of Marketing and Advertising (March 13)**

Pollay, R.W. (1986). The distorted mirror: Reflections on the unintended consequences of advertising. *Journal of Marketing*, 50 (April), 18-36.

Pollay, R.W. (1993). Here’s the beef: Factors, determinants, and segments in consumer criticism of advertising. *Journal of Marketing*, 57 (July), 99-114.

Phillips, B.J. (1997). In defense of advertising: A social perspective. *Journal of Business Ethics*, 16 (2), 109-118.

Topic 11 Marketing Ethics (March 15 and 20)

Ferrell, O.C. & Gresham, L.G. (1985). A contingency framework for understanding ethical decision making in marketing. *Journal of Marketing*, 49 (3), 87-96.

Case: “Ethical Dilemmas in Marketing Research”

Video Screening of Documentary, *The Corporation*

NO CLASS (March 22)

Topic 12 Corporate Social Responsibility (CSR) and Cause-Related Marketing (CRM) (March 27 and 29)

Cochran, P.L. (2007). The evolution of corporate social responsibility. *Business Horizons*, 50, 449-454.

Varadarajan, P.R. & Menon, A. (1988). Cause-related marketing: A coalignment of marketing strategy and corporate philanthropy. *Journal of Marketing*, 52 (July), 58-74.

Topic 11 Course Wrap-Up

EXAM (April 3)

**OPTIONAL CLASS
FOR DISCUSSION OF FINAL PAPERS (April 5)**

FINAL PAPER IS DUE ON MONDAY, APRIL 9, 2012