



Marketing and Consumer Studies

MCS 4300 MARKETING AND SOCIETY Winter 2018

Instructor(s): Prof. Cheryl Williams, PhD (ABD)
Room: MINS 213
Email: cwilli29@uoguelph.ca
Office Hours: Monday 10:30-11:30am

Teaching Assistant: **TBD**

Time and Location: Monday 11:30-2:20, MAC 232

Course Description:

From the course calendar: 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.

Objectives:

The primary goal for this course is to encourage critical thinking about the practice of marketing. This will be accomplished through thoughtful evaluation of current marketing issues and examining how they affect individuals, society, and our planet. Particular attention is paid to ethical issues that have received significant consumer backlash such as hyperconsumerism, marketing to children, and digital tracking. In addition to examining the political, social and cultural critiques of marketing, we will explore possible solutions such as government regulation and social responsibility with a focus on how marketing can contribute positively to society. However, these activities are not free from critique and so the course raises more questions than it provides answers.

Upon completion of this course, students will be familiar with key terminology relating to marketing and society including macromarketing, culture jamming, social marketing, vulnerable markets, puffery, and corporate social responsibility.

The expectation of this class is to challenge each student to think critically. Upon completing this course, students will have an understanding of how marketing impacts their daily lives as well as how marketing can more positively impact society going forward.

Course Materials and Resources:

There is no required textbook for this class; the readings consist mainly of academic journal articles which will be posted on Courselink in advance.

You must check Courselink each week. All announcements, required and recommended readings, assignments and updates will be posted here. You will also be able to access any handouts you may have missed through this site.

Method and Timing of Evaluation:

Your performance will be evaluated based on the following. Assignment details and marking rubrics will be posted on Courselink.

Assignment/Examination	Date	Weight
Group Presentation	ongoing	20%
Culture Jamming Assignment	Feb 5	20%
Research Paper	Mar 19	30%
Final Exam (during exam period)		30%

Course Schedule:

Class	Date	Topic and Readings
1	Jan 8	What is Marketing and Society?
2	Jan 15	Backlash and Culture Jamming
3	Jan 22	Advertising's Unintended Consequences
4	Jan 29	Target Marketing and Vulnerability (Culture jamming assignment due)
5	Feb 5	Vulnerable Markets
6	Feb 12	Controversial Industries
Reading Week		
7	Feb 26	Digital Marketing Debates
8	Mar 5	Corporate Social Responsibility
9	Mar 12	Cause-Related Marketing
10	Mar 19	Social Marketing (Research paper due)
11	Mar 26	Marketing Regulation
12	Apr 2	Course Wrap-up and exam overview

Note: The schedule may require modification from time to time. Any changes will be announced in class and on Courselink. You must check Courselink each week.

Policies and Regulations

Final examination conflict: Students are responsible for ensuring that they do not have a time conflict with examinations in other courses. You are not permitted to enrol in this course if you have a time conflict with another course.

If you are registered with the Centre for Students with Disabilities and will require some form of accommodation in the completion of the required learning activities for this course, please notify me during the first two weeks of class.

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the undergraduate calendar (see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>).

University Grading Scheme:

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.