1. **Title of the module:**

BUSN7820 (CB782):Marketing and Society

1. **School or partner institution which will be responsible for management of the module:**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7):**

Level 6

1. **The number of credits and the ECTS value which the module represents:** 15 (7.5 ECTs)
2. **Which term(s) the module is to be taught in (or other teaching pattern):**

Spring

1. **Prerequisite and co-requisite modules:**

BUSN3700 (CB370): Introduction to Marketing

BUSN7580 (CB758): Marketing Strategy

BUSN7330 (CB733): Business Ethics & Sustainable Management

1. **The programmes of study to which the module contributes**

BSc Marketing and associated programmes

1. **The intended subject specific learning outcomes.**On successfully completing the module students will be able to:

8.1 Demonstrate a systematic understanding of the link between marketing and society

8.2 Identify and critically evaluate the different forms of consumption behaviour and their impact on society

8.3 Evaluate the pillars of sustainability and in particular, the intersection of the ‘triple bottom line’ (people, planet, profit)

8.4 Understand the use of social marketing for planning and implementing behavioural change to develop more sustainable practices

8.5 Critically evaluate the universal guiding principles on social responsibility and marketing ethics, and the contributions of societal and green marketing approaches to societal welfare

8.6 Assess the role of marketing in poverty alleviation and the economic development of subsistence economies

1. **The intended generic learning outcomes.**On successfully completing the module students will be able to:

9.1 Demonstrate self-management and time-management skills

9.2 Synthesise, and critically evaluate arguments and assumptions from a variety of sources and competing perspectives

9.3 Demonstrate problem solving and decision making skills

9.4 Demonstrate effective teamwork skills and ability to work with others

9.5 Acquire, evaluate, organise, analyse and communicate information effectively through oral presentations and written tests

1. **A synopsis of the curriculum**

The module aims to provide students with a broad perspective of the role of marketing in society. The module will also provide students with the tools to analyse and reflect on their own consumption behaviour in relation to sustainability and broader societal implications. Specifically, students will be able to examine the current trends and challenges facing society, including sustainability, social responsibility, poverty, ethics and other social-economic related issues. Ultimately, the students will be able to develop a deeper appreciation of the role and impact of marketing and business practice on today’s society. Sessions in this module will cover concepts such as:

* Concepts, theories and debates about the roles and responsibilities of marketing in society
* Societal and green marketing - definitions and frameworks.
* Pillars of sustainability
* Designing, implementing and evaluating social marketing programmes
* Transformative consumer research
* Subsistence and ‘Bottom of the Pyramid’ marketing
* Macro- and critical marketing
* Ethical issues emerging in marketing

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

**Core Text:**

Emery B. (2011) Sustainable Marketing, Pearson

**Additional reading**

Bloom, P.N. and Gundlach, G.T. (eds) (2001) *Handbook of Marketing and Society* London: Sage Publications

Eagle, L., Dahl, S., Hill, S., Bird, S., Spotswood, F., & Tapp, A. (2013). *Social Marketing* (1st ed.). Harlow: Pearson Education.

Lee, N. R., & Kotler, P. (2015). *Social marketing: Changing Behaviors for Good* (5th ed.) London: Sage Publications, Inc.

Martin D. and Schouten J (2013) *Sustainable Marketing*, New International Edition, New York: Pearson Prentice Hall

Peterson, M. (2012). Sustainable enterprise: A macro marketing approach. London: Sage.

1. **Learning and teaching methods**

The module will be taught by lectures, seminars and private study.

Total Contact Hours: 21

Private Study Hours: 129

1. **Assessment methods**
   1. Main assessment methods

100% coursework

Individual Report – 4000 words: 80%

Group Presentation: 20%

In order to pass the module as a whole and ensure all learning outcomes are met, students must achieve a pass mark of 40% for the group presentation.

* 1. Reassessment methods

Reassessment will be 100% coursework.

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** |  | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* |
| **Learning/ teaching method** | **Hours allocated** |  |  |  |  |  |  |  |  |  |  |  |
| **Lecture** |  | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |  |
| **Seminars** |  | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Private Study** |  | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |  |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |  |
| *Presentation* | *20%* | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** |
| *Individual report – 4000 words* | *80%* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

Examples of international contexts and organisations will be used where applicable to illustrate the subject content. Students will have the opportunity to develop the ability to think globally and have an understanding of international cultures through working with team members from diverse cultures.

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**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 29/01/2018 | n/a | January 2019 | n/a | n/a |
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