

Jour 827: Marketing Ethics

Fall 2017

6:30 – 9:00 p.m. Monday
154 Regnier
Professor Charles Marsh

Office Hours:

By appt.
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Course Description

Marketing Ethics is a course about integrity, primarily within the profession of marketing communications. In its fullest sense, integrity means an integration – a fusion – of values and actions. Integrity means that our values consistently come to life in our actions. Integrity means that our values drive our actions and that our actions reflect our values. In this course, we'll examine the role of ethics in different marcom professions, including advertising, public relations, sales, direct marketing, research, and more. This course will not tell you what your values should be – but, ideally, it will help you identify your values and teach you new ways to ensure that you act on your values.

Course Objectives for Students

1. To introduce students to an in-depth study of ethics
2. To increase students' sensitivity to the presence of ethics issues in marketing
3. To introduce students to traditional ethics philosophies of Western civilization
4. To increase students' familiarity with current marketing ethics codes
5. To provide students with systems for analyzing complex ethical issues
6. To provide training in the analytical systems through case studies
7. To help students develop or refine – and act on – a personal ethics code

Required Materials

- Access to KU's Blackboard website
- (The course has no textbook). Attendance during the first few weeks of lecture will be very important to your success in this course and your semester grade.

Ethics Codes

- American Marketing Association
<http://www.marketingpower.com/AboutAMA/Pages/Statement%20of%20Ethics.aspx>
- Public Relations Society of America
<http://www.prsa.org/AboutPRSA/Ethics/CodeEnglish/index.html>
- American Advertising Federation
http://www.aaf.org/_PDF/AAF%20Website%20Content/513_Ethics/IAE_Principles_Practices.pdf
- Marketing Research Association
<http://www.insightsassociation.org/issues-policies/mra-code-marketing-research-standards>
- Word of Mouth Marketing Association
<http://www.womma.org/ethics/womma-code-of-ethics>
- Mobile Marketing Association (Code of Conduct for Mobile Marketing)
<http://www.mmaglobal.com/policies/code-of-conduct>

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Grading and Assignments

1. Midterm Exam 20 percent
A combination of multiple choice, short-answer and true/false questions based on the opening lectures.
2. The 73 Questions 25 percent
You'll write the textbook for this course by providing written answers to a series of questions. (Please type your answers using the document posted on Blackboard.)
3. Ethics Code Questions 5 percent
In the early weeks of the course, we'll review standard ethics codes in marketing communication. For each, I'll post questions on Blackboard.
4. Values Statement 25 percent
This will be a brief essay, specifying the values that you want to guide your actions. Maximum length is two-pages, double-spaced.
5. Case Study or Final Exam 25 percent
The final exam will be similar to the midterm but will be comprehensive, and it will include a case study for you to address.

Students who earn an A or a B on the Midterm Exam will be eligible to write a case study similar to those we've used in class. The case study must be real, not hypothetical. It must be a dilemma, not simply a problem, and I must approve your choice of cases. You must have access to the decision-maker in the case. The case must incorporate firsthand, original research -- although you may change names and other details to protect confidentiality. This assignment consists of

- a. The narrative
- b. The epilogue
- c. Optional extra credit: Application of a decision-making model to your case.

As a fallback position (poor performance on midterm or impossibility of completing case study), we have the individual option of a comprehensive final examination.

* Participation in class discussions can also affect your semester grade.

The grading scale for the examinations is A = 92-100; A- = 91; B+ = 90; B = 84-89; B- = 83; C+ = 82; C = 76-81; C- = 75; D+ = 74; D = 68-73; D- = 67; F = 0-66.

All assignments, except for the exams, are due at the beginning of class on the assigned date.

Late assignments will be accepted (all assignments must be completed to pass the course). Unless there is an acceptable explanation for the lateness, the paper will be graded in view of its extended deadline; that is, the grading standards will be higher.

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Grading Standards

Each written assignment will be graded on

- **Content:** Does the assignment meet its assigned purpose?
- **Organization:** Does organization enhance content? Does each part of the paper lead logically and gracefully to the next? Do case study analyses clearly follow one of the models?
- **Grammar:** Is the paper free, for the most part, of unintended grammatical, spelling, punctuation and style errors?
- **Format:** Does the paper look the way it should? Are case studies written legibly on standard-sized papers?

Each assignment also includes a **professional component**. A student's failure to behave professionally in the completion of an assignment can result in the reduction of the assignment's grade. Failures of professionalism include missed deadlines and lack of diplomacy.

How This Course Works

Your success in this course depends on your

- preparing for and attending each session
- participating with meaningful contributions to group discussions and class discussions
- completing assigned readings and projects with punctuality and excellence

During the first few sessions, I'll explain the ethics theories and decision-making models that we'll use throughout the course. We'll also use the textbook to survey current issues in marketing ethics. After that, we'll move to discussion of case studies. Here's how those case-study/discussion sessions generally will work:

1. I'll distribute a short, written case study to students. The studies generally will resemble short stories that lack an ending. Each will present an ethics dilemma that you'll need to solve using one of our critical-thinking decision-making models.
2. You'll have until the next class session to decide what your solution is for each study. You'll make notes, showing how you used one of our decision-making models. Occasionally, I'll ask you to turn those notes in at the beginning of the relevant session. These case-study analyses must be typed or written legibly on standard-sized paper.
3. As a class, we'll use one of our critical thinking decision-making models to choose what we think is the best course of action for the case study. In other words, what should the main character in the case study do? And, more important, why should he or she do that – what is the ethical justification? (In those sessions in which I pick up your notes, you'll need an extra copy for class discussions.
4. When, as a class, we've decided what course of action we should

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follow in the case study, I'll then tell you what the real decision-maker in real life did – and what the consequences were.

5. Occasionally, we'll break into groups and use class time for smaller discussions of the cases – giving you more of an opportunity to participate.

Often, there will not be one "right" answer for the case study. For you to present an acceptable answer, you should demonstrate that you clearly understand the relevant issues and that you used a decision-making model appropriately. (Basically, can you show that your decision honors your most important values?) Thus, it's possible for two (or more) students to choose ethical solutions while defending incompatible points of view. You should be able to justify your decision to yourself and to others using familiar ethics principles – something more than “Well, I can still sleep at night” or “I can still look at myself in the mirror.”

Required Reading

Over the first several weeks, please read the assigned ethics codes. After that, we'll be reading very short case studies that I'll supply.

Communications

Any requests for absences, make-up assignments or other special considerations must be submitted to me via email.

Attendance

Attendance in the course is mandatory. Sometimes, however, an absence is unavoidable. If an explanation (in advance, if possible) is reasonable and the absence is rare, the course grade will not be affected. Two unexcused absences will lower the course grade by one letter. Five late appearances will have the same effect.

School of Journalism Statement on Attendance

No student may add a journalism class after the 20th day of a semester (this year, Sept. 18th is the 20th day).

Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.

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Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid.

Inclement Weather - In the event of inclement weather, the decision to cancel classes is made by KU officials: “A delayed start or class cancellation on the Lawrence campus will be announced after 6 a.m. Check alert.ku.edu or the [KU homepage](http://ku.edu); check twitter.com/KUNews; call KU's Inclement Weather Policy Line, 864-SNOW, or KU Info, 864-3506; or listen to local broadcast media.”

Academic Misconduct

This class will observe the university's policy on academic misconduct -- both for students and for the instructor -- as published in the online "Student Rights and Responsibilities" (<http://www.policy.ku.edu/student-affairs/student-rights-responsibilities-code>)

In this class, and in all journalism classes, honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts and research. In a work setting, if a person chooses to violate professional standards, he or she will be fired. In this class, if someone chooses to violate the standards for academic integrity, he or she will fail the course and might be expelled from or denied admission to the School of Journalism and Mass Communications.

William Allen White School of Journalism and Mass Communications Policy on Plagiarism and Fabrication/Falsification

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of this course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism

Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification

Unauthorized alteration or invention of any information or citation in an academic exercise.

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Students with Individual Needs

If you have any learning disability that may affect your performance in this course, please see your professor during the first week of class.

Student Access Services, 22 Strong Hall, 785-864-4064 (achieve@ku.edu), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted Student Access Services, please do so as soon as possible. Information about services can be found at <http://www.disability.ku.edu/>. Please also contact me privately in regard to this course.

Weapons Policy

Individuals who choose to carry concealed handguns are solely responsible to do so in a safe and secure manner in strict conformity with [state and federal laws](#) and [KU weapons policy](#). Safety measures outlined in the KU weapons policy specify that a concealed handgun:

- Must be under the constant control of the carrier.
- Must be out of view, concealed either on the body of the carrier, or backpack, purse, or bag that remains under the carrier's custody and control.
- Must be in a holster that covers the trigger area and secures any external hammer in an un-cocked position
- **Must have the safety on, and have no round in the chamber.**

Tests and Quizzes

Instructors are allowed by Kansas Board of Regents policy, to require backpacks, purses and other bags be placed in a nearby location specified by the professor during exams and quizzes, and as such those items will not be under the constant control of the individual. Students who choose to carry a concealed handgun in a purse, backpack, or bag must review and plan each day accordingly, and are responsible for making alternate arrangements as necessary. The university does not provide appropriate secured storage for concealed handguns.

Individuals who violate the KU weapons policy may be asked to leave campus with the weapon and may face disciplinary action under the appropriate university code of conduct.

Copying or Recording of Classroom Lectures

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the university's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to audiotape lectures, on the condition that these audiotapes are used only as a study aid by the individual making the recording. Unless the instructor gives written permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

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Class Schedule

The information below may change. Should that happen, I'll provide as much notice as possible.

- Aug. 21 Introduction to Course
Lecture: Theories and decision-making models
- Aug. 28 Lecture: Theories and decision-making models
AMA Code Quiz Due
- Sept. 4 Labor Day – No class
- Sept. 11 Lecture: Theories and decision-making models
PRSA and AAF Codes Quiz Due
- Sept. 18 Lecture: Theories and decision-making models
MRA, WOMMA and MMA Codes Quiz Due
- Sept. 25 Lecture: Theories and decision-making models
Questions 1-30 due via email
- Oct. 2 Case study
- Oct. 9 **Midterm exam**
- Oct. 16 Fall Break
- Oct. 23 Case study
Questions 31-62 due
- Oct. 30 Case study
- Nov. 6 Case study
- Nov. 13 Case study
- Nov. 20 Case study
Values Statement Due
- Nov. 27 Case study
- Dec. 4 Course summary; student evaluation of course
Review for final

Final Exam: Take home

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