

27638 - Marketing and CSR

Información del Plan Docente

Academic Year	2018/19
Subject	27638 - Marketing and CSR
Faculty / School	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	5.0
Year	4
Semester	First semester
Subject Type	Optional
Module	---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, study and assessment tasks.

Students are expected to participate actively in class throughout the semester.

Further information regarding the course will be provided on the first day of class.

4.2. Learning tasks

The course includes the following learning tasks:

- Lectures. The professor gives lectures with the aim to transmit the main notions of the subject in a concise and pleasant way. In order to encourage the students' interest and participation audiovisual materials will be used. This stuff tries to illustrate the theoretical concepts working with real organizational cases. It is expected that student actively participates in the lectures initiating a discussion. These lectures will be held once a week and the following topics will be addressed.
- Practice sessions. Resolution and presentation of readings and case studies; papers elaboration and presentation; discussion of current topics; commentary on readings and interactive activities. These tasks could be developed both inside and outside the classroom, as well as, in an individual and/or group manner. Practices can be done using the Learning-Service methodology (ApS).
- Autonomous work and study. Includes activities such as theoretical and practical content study; resolution of practical activities; conducting individual and/or group works; and information seeking and analysis among others.

4.3. Syllabus

The course will address the following topics:

- Topic 1. NATURE OF CORPORATE SOCIAL RESPONSIBILITY (CSR)
 - o 1.1. Origin and evolution of CSR
 - o 1.2. Conceptualization of CSR
 - o 1.3. Ethics and CSR in the organization
 - o 1.4. Involved in the formation and development of CSR
 - o 1.5. Activities, cases and readings
- Topic 2. MARKETING, CSR and SOCIALLY RESPONSABLE CONSUMPTION (SRC)
 - o 2.1. Social criticism of the marketing
 - o 2.2. Marketing, CSR and Values: Definitions and elements
 - o 2.3. Socially Responsible Consumer (SRC)
 - o 2.4. Socially Responsible Marketing (SRM)
 - o 2.5. Activities, cases and readings
- Topic 3. MARKETING PLANNING DESIGN FOLLOWING CSR CRITERIA
 - o 3.1. Key elements of the SRM Plan
 - o 3.2. Introduction to the SRM Plan
 - o 3.3. SRM Plan Stages
 - o 3.4. Activities, cases and readings
- Topic 4. CSR ACTIVITIES CONDUCTED BY ORGANIZATIONS: MEASUREMENT AND ANALYSIS
 - o 4.1. The stakeholders of the organization
 - o 4.2. CSR dimensions and measurement
 - o 4.3. CSR indicators in the organization
 - o 4.4. Activities, cases and readings
- Topic 5. CSR COMMUNICATION TO THE STAKEHOLDERS
 - o 5.1. Objective of the CSR communication strategy
 - o 5.2. The communication of the CSR management
 - o 5.3. Marketing 3.0. as internal and external CRS communication tool
 - o 5.4. Activities, cases and readings.

4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

4.5. Bibliography and recommended resources

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