

27638 - Marketing and CSR

Syllabus Information

Academic Year: 2019/20

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

?MARKETING AND CSR? PROGRAM

UNIT 1.- NATURE OF CORPORATE SOCIAL RESPONSIBILITY (CSR)

- 1.1.- Origin and evolution of the CSR
- 1.2.- CSR Conceptualization
- 1.3.- Ethics and CSR in the organization
- 1.4.- Involved in the formation and development of CSR
- 1.5.- Activities, cases and readings

UNIT 2.- MARKETING, CSR AND SOCIAL RESPONSIBILITY CONSUMPTION (SRC)

- 2.1.- Social Criticism to Marketing
- 2.2.- Marketing, CSR and Values: Definitions and elements
- 2.3.- The Socially Responsible Consumer (SRC)
- 2.4.- Socially Responsible Marketing (SRM)
- 2.5.- Activities, cases and readings

UNIT 3.- DESIGN OF THE MARKETING PLAN "Of the marketing mix of sustainability"

- 3.1.- Solutions for clients
- 3.2.- Communication
- 3.3.- Costs for consumers and customers
- 3.4.- Convenience
- 3.5.- Cases, readings and activities

UNIT 4.- MEASUREMENT AND ANALYSIS OF RESULTS OF THE ACTIVITIES OF CSR CARRIED OUT BY THE ORGANIZATIONS

- 4.1.- The Organization Stakeholders
- 4.2.- Dimensions and Measurement of CSR
- 4.3.- CSR Indicators within the Organization
- 4.4.- Activities, cases and readings

UNIT 5.- THE INTEGRAL COMMUNICATION OF THE ORGANIZATION CSR TO ITS STAKEHOLDERS

- 5.1.- Objective of the CSR Communication Strategy
- 5.2.- Communication in the CSR Management
- 5.3.- Marketing 3.0. Internal and External CSR Communication Tool

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