

27638 - Marketing and CSR

Syllabus Information

Academic year: 2024/25

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

The main goal of this subject is for the student to learn: first, about the concept of CSR and its scope in the company's marketing management; second, about the need to consider social and environmental aspects, in addition to economic ones in commercial decision-making; third, about company ethics and its application to the marketing variables; and fourth, about the need to communicate the CSR policy in a transparent and coherent way with the activity developed.

This subject contributes to the following Sustainable Development Goals (SDGs) (<https://www.un.org/sustainabledevelopment/es/>): 8 (decent work and economic growth); 12 (responsible production and consumption); and 17 (partnerships to achieve the goals).

2. Learning results

By passing this subject, students will achieve the following results...

- Identify the concepts of Marketing and Corporate Social Responsibility (CSR).
- Recognize the various interrelationships that can be created between marketing and CSR functions.
- Identify the repercussion and impact of marketing decisions on CSR.
- Know and explain the changes experienced in the company's results derived from marketing practices in the company's CSR.
- Identify the perceptions of different stakeholders on CSR marketing practices.

In addition, the students will also be able to...

- Solve and develop individually and/or in teams, activities and works ...
- related to the contents of the subject and to plan them for the best ...
- achievement of the goals set.
- Manage time effectively and efficiently, as well as achieve the ability to perform under pressure.
- Communicate rigorously in oral and written form, knowledge, ideas and results of the activities and works performed

3. Syllabus

Unit 1.- Nature of corporate social responsibility (CSR)

CSR: Origin and Conceptualization

Ethics and CSR in the organization

Implicated

Unit 2.- Marketing, CSR and socially responsible consumption (CSR)

Social Criticism of Marketing

Marketing, CSR and Values
The Socially Responsible Consumer (CSR)
Socially Responsible Marketing (SRM)
Design of the sustainability marketing mix plan
Customer solutions
Communication
Costs for consumers and customers
Convenience
Measuring and analyzing the results of CSR activities carried out by organizations The organization's stakeholders
Measuring CSR
CSR measurement indicators
The integral communication of the organization's CSR to its stakeholders
Objective of the CSR Communication Strategy and its Management
Marketing 4.0.

4. Academic activities

The distribution of the sessions is as follows (5 ECTS credits (125 hours):

Master classes: 26 hours (1 session of presentation of the course + 12 theoretical-practical sessions)

Practical classes: 24 hours

Personal Study: 75 hours (time outside class hours to prepare for scheduled activities) Tests Assessment: 2h or 4h (outside class hours)

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

5. Assessment system

The subject will be evaluated in two evaluation systems: CONTINUOUS and GLOBAL in first call, and by means of GLOBAL evaluation during second call.

Continuous assessment: two types of practical work (T1 and T2) will be carried out:

- Practical work type 1 (T1): this block includes the following activities:

T1a) Search for news related to the concepts and topics of the subject (individual, max. 1 point, min. 0.4 points).

T1b) Elaboration of a critical summary on the commercial failures and impacts generated by the commercial activity of a company (team, max. 1 point, min. 0.4 points).

T1c) Proposal of sustainable solutions for the client, in the face of possible negative consequences (social, economic, environmental) of the development of an activity (equipment, max. 1 point, min. 0.4 points).

T1d) Research on CSR measurement indicators in companies and their presentation in class (team, max. 1 point, min. 0.4 points).

T1e) Analysis of the impact of CSR and sustainable marketing initiatives on the business performance of a company (team, max. 1 point, min. 0.4 points).

- Practical work type 2 (T2): consists of the research, elaboration and presentation of a paper, applying the basic knowledge of the subject to a real case focused on a company or social entity. The sources of information consulted, the degree of depth in the research of the topic, structure and coherence, the written presentation of the work and its oral defense (team, max.) will be evaluated. 5 points).

The student will have to complete ALL practical work T1 and T2 to obtain a minimum of 5 points out of the 10 total points total.

Global Assessment

Students who do not opt for continuous evaluation or have not passed it, will have the right to take the global test through a final exam on all the theoretical and practical contents studied throughout the subject. (10 points).

Assessment Criteria:

The evaluation criteria for activities T1 and T2 will be detailed at the beginning of each activity.

6. Sustainable Development Goals

- 8 - Decent Work and Economic Growth
- 12 - Responsible Production and Consumption
- 17 - Partnerships for the Goals