



## **Module Specification**

### **Ethical Marketing Practice**

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#### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>3</b>
<b>Part 4: Assessment.....</b>	<b>4</b>
<b>Part 5: Contributes towards .....</b>	<b>5</b>

## Part 1: Information

**Module title:** Ethical Marketing Practice

**Module code:** UMKDWR-15-M

**Level:** Level 7

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Field:** Marketing

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** This module encourages students to reflect on marketing practices from a range of viewpoints, to consider why some may consider aspects of marketing practice to be unethical.

**Features:** Not applicable

**Educational aims:** To enable students to respond to ethical challenges in their marketing career with consideration for the wider impact on society and the planet.

Students will be given tools to approach ethical decision making systematically, transparently and using sound judgement.

**Outline syllabus:** Ethical Frameworks

The Ethical Consumer

Sustainability and Greenwashing

Data Privacy

Transparency and Authenticity

Children and Vulnerable Groups

Responsible Corporate Behaviour

Spiritual Dimensions

De-colonising Marketing Ethics

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Practical Workshops

Independent study

Group Work

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Critical awareness of ethical challenges facing marketers

**MO2** Critical understanding of alternative ethical frameworks and their usefulness in systematically tackling ethical issues

**MO3** Demonstrate ethical decision-making that is based on transparency and sound judgement

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 128 hours

Workshops = 22 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/23D63203-BE27-1BC9-34B9-70828EAE3228.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/23D63203-BE27-1BC9-34B9-70828EAE3228.html?lang=en&login=1>

## **Part 4: Assessment**

**Assessment strategy:** Working in groups, students will be given a challenge to respond to, applying alternative ethical frameworks to present a set of recommendations.

Group members will have the opportunity to discuss the allocation of marks.

### **Assessment tasks:**

#### **Set Exercise (First Sit)**

Description: Students are put into groups (TBC) and given a date and time to prepare for an ethical dilemma that will be disclosed on the day, to reflect the unpredictability of the marketing environment. They will then apply alternative ethical frameworks and present a set of recommendations to respond to the ethical dilemma that balances the needs of the company and wider society.

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

#### **Set Exercise (Resit)**

Description: Students are put into groups (TBC) and given a date and time to prepare for an ethical dilemma that will be disclosed on the day, to reflect the unpredictability of the marketing environment. They will then apply alternative ethical frameworks and present a set of recommendations to respond to the ethical dilemma that balances the needs of the company and wider society.

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested:

### **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Marketing [Frenchay] MSc 2023-24

Digital Marketing [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24