



Module Specification

Socially Responsible Marketing Practice

Version: 2027-28, v1.0, Approved

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Part 1: Information

Module title: Socially Responsible Marketing Practice

Module code: UMKT6R-15-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Business and Law

School: CBL Bristol Business School

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 will prepare students for taking a socially responsible approach to their marketing practice by questioning conventional marketing assumptions and approaches, developing a critical understanding of the ethical and sustainable dimensions to decision-making, and applying the techniques and tools which can be used to tackle social problems in a marketing context.

Students will meet the module learning outcomes by producing a report in which a solution is provided for a social problem or ethical dilemma.

Features: Not applicable

Educational aims: The overall aim of this module is to prepare students for ethical challenges in their future careers and aid them in practicing marketing in a socially responsible and sustainable way.

It will encourage students to question the basic principles underlying marketing and wider business practice, and to look beyond profit motives in organisations using a systems thinking approach.

It will provide theoretical knowledge and understanding of business ethics and social marketing techniques that they can apply to real-life examples in marketing practice and develop their leadership, complex problem-solving and decision-making skills.

Outline syllabus: An indicative list of topics covered in the module:

Theoretical Approaches to Marketing Ethics

Responsible Leadership

Ethical Decision-Making

Purpose-Led Marketing

Sustainable / Green Marketing

Social Marketing

Consumers as Citizens

Decolonising Marketing Ethics

AI and Big Data

Not-for Profit Marketing

Critical Issues in Marketing

Marketing and the State

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where student can also participate and practice techniques. Extensive use is made of VLE enabling students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

Lectorials and tutorials each week will deepen knowledge, understanding and critical thinking skills. Case studies, videos, academic research and datasets will be used to aid discussion, debate and the development of creative, problem-solving and complex decision-making skills.

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

MO1 Demonstrate a conceptual understanding of the arguments ideas and techniques relevant to social and sustainable concepts, challenging the goals and activities of marketing.

MO2 Critically evaluate the key arguments, assumptions and abstract concepts to make judgements and solve problems to create and develop a sustainable and ethical solution.

MO3 Demonstrate an appreciation of the individual's role as global citizen, and the uncertainty, ambiguity and the limits of knowledge and challenges when analysing a social problem in a marketing context.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkt6r-15-3.html) via the following link <https://uwe.rl.talis.com/modules/umkt6r-15-3.html>

Part 4: Assessment

Assessment strategy: Students will write a report on a social problem or ethical dilemma of their choosing. The report will require them to analyse and critically evaluate the problem or dilemma, and then provide a socially responsible solution.

The report format is flexible and accommodating enough to enable students to choose from a diverse range of problems and dilemmas. Students will directly address MLOs 1 and 2 in the report content, and experience, consider and reflect MLO3 in the preparation and writing of the report.

Report writing is an essential skill for students to not only acquire, but also to feel confident with. The assessment for this module will give students an opportunity to write a report in a new context, building on their report writing skills from previous levels.

The unique nature of the report focus and content will help to design out plagiarism. Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:

Report (First Sit)

Description: Written report - 2500 words

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Report (Resit)

Description: Written report - 2500 words

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

Marketing [UFM] BA (Hons) 2025-26

Marketing [Frenchay] BA (Hons) 2025-26