

Course name: **Consumers, Marketers, and the Marketplace**
Course no.: LSHS-515-01
Meetings: Thursdays 6:00 - 8:45 P.M

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Description: One of the most frequently reported ethical conflict involves attempting to balance corporate interests against the interests of customers. The high incidence of conflicts reflects marketing's task in the management of the firm's relationship with its customers and the conflicting pressures that characterize this role. Examples include market selection issues (such as targeting of vulnerable groups), market research (e.g., selling under the guise of research), and the marketing program (such as price-fixing, bribery, deceptive advertising, and unsafe products).

Disabilities Statement: If you believe you have a disability, then you should contact the Academic Resource Center (arc@georgetown.edu) for further information. The Center is located in the Leavey Center, Suite 335. The Academic Resource Center is the campus office responsible for reviewing documentation provided by students with disabilities and for determining reasonable accommodations in accordance with the Americans with Disabilities Act (ADA) and University policies.

Materials: Articles will be posted on Blackboard. Cases are provided in a separate package.

Procedure: The course follows a lecture and discussion format with strong emphasis on student participation.

Due to the course format, it is necessary, nay, essential, that each student has read the assigned materials prior to the class for which it is assigned. Class discussion will focus on the clarification of points not well understood, additional material related to the subject, as well as examples to which the material pertains.

Cases are assigned in conjunction with each class to highlight the issues discussed. Students are expected to have read the cases assigned for the day, and to be ready to discuss them. Any **five** (5) of these eight cases are to be handed in by the student. These are to (1) be typewritten, double-spaced, and not to exceed three (3) pages, (2) be professional; i.e., clear and concise in language and format, and (3) devote approximately 30% to the situation analysis, 50% to analyzing problems, opportunities and alternatives, and the remaining 20% to decisions and recommendations. The cases can be worked on in

groups not exceeding three (3) students.

Since current events play an important role in the course, students are encouraged to read the business section of their dailies as well as journals such as Business Week, Fortune, Wall Street Journal, The Economist, etc., throughout the period. Each student is required to research and submit a written report on a **current** issue related to marketing that has a values dimension. The report should consist of a statement of issue, as well as an explanation and analysis of its impact on different constituents. Each student is to hand in a typed report on the presentation not to exceed three (3) pages **one week before** the presentation in class. The tutorial will be 15 minutes in length during which issues pertaining to the student's report are discussed in more detail. The source of the issue could be the daily press, business publications, trade associations, the U.S. Congress or offices of the Executive branch, etc. The tutorial is not to be a literature review, but a briefing based on primary data/opinion.

The final grade will be determined as follows:

Cases.....	50%
Tutorial.....	50%

All work has to be completed by March 27th. **There is no possibility of an incomplete grade.**

Schedule

- January 10 Ethical issues in marketing
Philip Kotler (2004), "Wrestling with Ethics," Marketing Management 13 (number 6, November/December): 30-35.
- January 17 Creating a climate for ethical behavior
Ciba Geigy Pharmaceuticals: Pharma International
N. Craig Smith and John A. Quelch (1991), "Pharmaceutical Marketing Practices in the Third World," Journal of Business Research 23(number 1, August), 113-126.
- January 24 Research issues
The Uptown Cigarette
Patrick E. Murphy and Gene R. Laczniak (1992), "Traditional Ethical Issues Facing Marketing Researchers," Marketing Research 4(number 1): 8-22.
- January 31 Product issues
All the Wrong Moves: ChargeUp
Barry Berman (1999), "Planning for the Inevitable Product Recall," Business Horizons 28(March-April): 69-78.
- February 7 Pricing issues
Burroughs Wellcome and AZT
Lan Xia, Kent B. Monroe, and Jennifer L. Cox (2004) "The Price is Unfair! A Conceptual Framework for Price Fairness Perceptions," Journal of Marketing

68(October): 1-15.

- February 14 Distribution issues
Sorrrell Ridge: Slotting Allowances
Mike Pretious and Mary Love (2006), "Sourcing Ethics and the Global Market," International Journal of Retail & Distribution Management 34(number 1&2): 892-898.
- February 21 Communication issues
Hasbro Games: POX
Chris Preston (2005), "Advertising to Children and Social Responsibility," Young Consumers 6(number 4): 61-67.
- February 28 Marketing strategy and implementation issues
Reebok International Ltd.
Dean Crow and Janet Hoek (2003), "Ambush Marketing: A Critical Review and Some Practical Advice," Marketing Bulletin 14(article 1): 1-14.
- March 13 International dimension
Blood Free Diamonds
Robert W. Armstrong (1996), "The Relationship between Culture an Perception of Ethical Problems in International Marketing," Journal of Business Ethics 15(number 11): 1199-1208.
- March 27 Tutorial presentations