### SESSION PLAN

**COURSE:** ABE Level 5 Societal and Social Marketing

**ELEMENT:** Element 3: Ethics and corporate social responsibility

LEARNING OUTCOME 3

**Analyse constructs of ethics and Corporate Social Responsibility in the use of marketing practices and their implications with stakeholders and wider society (weighting 25%)**

3.1 Discuss ethical issues in societal marketing

3.2 Analyse the importance of ethical considerations and CSR in marketing practices

3.3 Analyse social marketing approaches from stakeholder perspectives

**NUMBER OF SESSIONS:** Three - approximately twelve to fifteen hours in total, plus self-study

**SESSION TOPICS:** Session 1: Ethical issues in societal marketing

Session 2: The importance of ethical considerations and CSR in marketing practices

Session 3 Social marketing approaches from stakeholder perspectives

**Note: sessions are designed so that they can be ‘chunked down’ depending on delivery timetable. Note to tutors: this is the recommended session plan for learning outcome 3 of ABE Level 5 Societal and Social Marketing. You should follow the plan, using the resources (referenced as ‘slides’ here) and activities provided. It is important to enhance all sessions with local examples and case studies, involving the learners ACTIVELY wherever possible.**

### SESSION 1: Ethical issues in societal marketing

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| **Approx.**  **Duration** | **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** |
| **4-5 hours** |  | Assessment criterion 3.1  Introduce element 3  Session outcomes  **Use 5USSM Tutor Presentation E3**  **Discuss ethical issues in societal marketing** | 1-4 |  |  |
|  | Ethical issues - background | Input - What are the ethical issues for marketers in research and segmentation?  Social marketing faces distinctive ethical challenges, which are not faced by commercial marketing. These include the outcome sought, the rationale for achieving those ends and the effects it may have on its targets. The more social marketing attempts to address these ethical challenges, the more its nature as a form of social activism becomes apparent. Nevertheless, these are special ethical challenges social marketing needs to confront.  Ethical issues in marketing arise from the conflicts and lack of agreement on methods. People involved in marketing have a set of expectations about how the business relationships will take place and how various transactions need to be conducted (rules and policies).  Ethical marketing is less of a marketing strategy and more of a philosophy that informs all marketing efforts. It seeks to promote honesty, fairness, and responsibility in all advertising. Ethics is a notoriously difficult subject because everyone has subjective judgments about what is “right” and what is “wrong.” | 5-10 | Activity 1 – Element 3 LO3 AC3.1 –Moral dilemmas  1 hour discussion of ethical situation  Extension to include social marketing policy (30 mins) | **5USSM E3 LO3 Activity 1 – Moral dilemmas** |
|  | Ethical issues – market research | Market research has experienced a resurgence with the widespread use of the Internet and the popularity of social networking. It is easier than ever before for companies to connect directly with customers and collect individual information that goes into a computer database to be matched with other pieces of data collected during unrelated transactions.  The way a company conducts its market research these days can have serious ethical repercussions, affecting the lives of consumers in ways that have yet to be fully understood. Further, companies can be faced with a public backlash if their market research practices are perceived as unethical. | 11-13 | Make notes, ask questions where required. |  |
|  | Social responsibility and ethical marketing | Input- Socially responsible marketing is critical of excessive consumerism and environmental damages caused by corporations.  It is based on the idea that market offerings must not be only profit-driven, but they must also reinforce social and ethical values for the benefit of citizens. The idea of socially responsible marketing is sometimes viewed as an extension of the concept of Corporate Social Responsibility (CSR). CSR is promoted as a business model to help companies self-regulate, recognising that their activities impact an assortment of stakeholders, including the general public.  CSR is sometimes described in terms a pyramid (shown later), starting with economic as its base, then legal, ethical and philanthropic actions at the top. It is in the last two layers of the CSR pyramid, ethical and philanthropic, that socially responsible marketing opportunities appear the greatest. Meeting the first two layers, economic and legal, are necessary for a business to thrive in order to engage in the last two. | 14 | Make notes, ask questions where required. |  |
|  | Ethical philosophies in marketing practice including transparent communication, trustworthy endorsements, distinguished advertising, regulatory considerations, consumer privacy | As the most successful commercial marketing concepts and techniques are applied to global challenges (including child abuse, child trafficking, teen smoking and environmental neglect) what will be the unintended consequences of these changes?  Consider how these unintended consequences might be seen in a community.  What is meant by the term code of ethics and how does it apply to social marketing?  While social marketers may be working with a basic level “code of ethics”, it is increasingly important to look at this in a wider context and to develop a common understanding of what “ethics” actually means to individuals and organisations. This is true for marketing companies in general and also within those organisations involved in social marketing. |  | Make notes, ask questions where required. |  |
|  | Recap of session and learning outcomes | Review the session with the class, answering any questions. |  | Q&A involvement  Homework and study guide reading for the next section of the study guide (3.2) |  |

### SESSION 2: The importance of ethical considerations and CSR in marketing practices

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| **Approx.**  **Duration** | **Topic** | **Tutor Activity** | | **Slides** | **Learner Activity** | **Formative assessment** | |
| **4-5 hours** | Recap from session 1  Review of homework  Introduction to session topic | | Assessment criterion 3.2  Session outcomes  **Use 5USSM Tutor Presentation E3** | 15 | Review of homework reading – any questions? | |  |
|  | Background | | Input - Corporate responsibility policies have been gaining increasing attention from senior executives as questions of sustainability and green agendas have come to permeate business the world over.  The financial crisis has only heightened this trend by forcing companies to clearly identify themselves as responsible and trustable. Yet executives commonly don’t understand the most effective ways to design and implement sustainability programs. Because of that they can’t fully capitalise on the potential corporate responsibility has for creating business value, and they are achieving little with it despite all their interest.  What makes a company socially responsible? What are their products and service like?  How does the marketing work?  Impact on individuals  Impact on society  Impact on business | 16 | Complete Activity 2:Walmart and corporate social responsibility | | **5USSM E3 LO3 Activity 2 – Walmart and corporate social responsibility** |
|  | CSR and Marketing | | Social responsibility in marketing is often discussed with ethics. The difference between the two is that what’s considered ethical in terms of business, society and individually may not be the same thing––nor do all business actions necessarily have to be socially responsible in order to be considered ethical.  Some viewpoints of socially responsible behaviour espouse that the qualifying marketing actions not simply meet the minimum ethical guidelines of business, but voluntarily exceed them. Socially responsible marketing emerged as a response to questionable marketing practices that have adverse effects on society.  The major economic criticisms that the conventional private marketing system receives from are as follows:   1. Mainstream marketing strategies generally lead to high prices. Due to the size of the chain of intermediaries in marketing, the distribution of commodities to consumers costs a lot. As a result, individuals pay higher premiums for the goods and services that they receive. 2. Contemporary marketing relies heavily on aggressive advertising and promotion. In order to offset the costs, companies charge higher prices through excessive markups. 3. Product differentiation is one of the most commonly used marketing tools. But this not only creates an artificial psychological value attached to higher-priced brands but also raises environmental concerns about packaging. As such, socially responsible marketing rejects all deceptive marketing practices in pricing, promotion and packaging, even if they may seem technically legal. | 17-28 | Complete Activity 3 Balancing the needs of the stakeholders  Make notes, ask questions where required. | | **5USSM E3 LO3 Activity 3 – Balancing the needs of the stakeholders** |
|  | Marketing, selling and buying ethically | | Input – The philosophy of enlightened marketing is a concept that falls under the umbrella of socially responsible marketing. Enlightened marketing states that “a company’s marketing should support the best long-run performance of the marketing system.  This concept contains the five principles: consumer-oriented marketing, innovative marketing, value marketing, sense-of-mission marketing and societal marketing. In consumer-oriented marketing, the company “organises its marketing activities from the consumer's point of view.”  Marketing activities focus on the needs of a defined user set. Innovative marketing states that a company must continue to improve its products and marketing efforts, recognising that if it doesn’t, it risks losing business to a competitor that does.  The principle of value marketing contends that a company "should put most of its resources into value-building marketing investments." One criticism of marketing its short term focus in the sense of promotions and minor improvements. Value marketing seeks to create long term customer loyalty by adding significant value to the consumer offer. | 29-33 | Make notes, ask questions where required. | |  |
|  | Using marketing approaches to promote CSR initiatives and ethical considerations: integrated approach, target audience specific selective approach, brand vision and philosophy | | There are some organisations, companies and businesses that wish to embrace corporate social responsibility (CSR). The CSR movement is aimed at encouraging businesses to become aware of their impact on the rest of society, their stakeholders and the environment. It is a business strategy that may contribute to a more sustainable development, through a delivery plan for economic, social and environmental gain for all the stakeholders. |  |  | |  |
|  | Triple Bottom Line | | Traditionally large businesses and corporations have a duty to report to their shareholders about their profits and liabilities. The more forward looking organisations are concerned looking beyond profits to include social and environmental issues to measure the total cost of doing business. This is often referred to as the triple bottom line and has 3 elements, "people, profits and planet”.  The term was introduced in 1994 by John Elkington (and later used in his 1997 book, Cannibals with Forks: The Triple Bottom Line Of 21st Century Business). His new approach was an attempt to move away from a limited view of financial based success and ask better question about social and environmental responsibility. He acknowledged the difficulty of measuring the impact of these issues individually in conventional accounting practices. Indeed, the idea of having 3 separate accounts that measure cost and benefit to an organisation seemed a step to far for many.  Elkington’s ‘triple bottom line’ took as its starting point, sustainability in business practices. By looking beyond profits and including social and environmental factors, that effectively measured the total cost of doing business.  Look at:   * People (ethics of pay, moral duties to look after staff) * Profits (how can these be linked to ethical considerations and be part of a value led business?) * Planet (What are sustainable practices? How do firms now use these in their products?) | 34-40 |  | |  |
|  | Review of session and learning outcomes  Homework | | Run through session outcomes to demonstrate coverage  Recap Question and Answer  Homework briefing – Activity 4. |  | Complete Activity 4. | | **5USSM E3 LO3 Activity 4 - Advertising and ethics** |

### SESSION 3: Social marketing approaches from stakeholder perspectives

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| **Approx.**  **Duration** | **Topic** | | **Tutor Activity** | | **Slides** | | **Learner Activity** | **Formative assessment** | |
| 4-5 hours | | Recap from session 2  Review of homework  Introduction to session topics | | Session outcomes | | 41 | Review of homework Activity 4. | |  | |
|  | | Background | | Input – A common view of the firm holds that employees, customers, shareholders, and suppliers are key organisational stakeholders. While obligations to these stakeholders are sometimes considered to be motivated by organisational self-interest, the ethical perspective asserts the rightness or wrongness of specific firm actions independently of any social or stakeholder obligations. Customers are key stakeholders that help establish the firm's reputation and identification.  Companies should balance three considerations in setting their marketing strategies: company profits, the consumer wants, and society’s interests.   1. Society (Human Welfare) Companies must make sure the products, services, actions, investments innovations servers the society first. 2. Consumers (Satisfaction) Products and services should be satisfying the consumer’s needs. 3. Company (Profits) Building long-term customer relationship, being socially responsible, and providingsatisfactory products are important for profit-making and wealth maximisation. | | 42 | Complete Activity 5 – Apple and PR Strategy | | **5USSM E3 LO3 Activity 5- Apple and PR Strategy** | |
|  | | Stakeholder analysis | | A stakeholder is any person, organisation, social group, or society at large, that has a stake in a business or organisation. Thus, stakeholders can be internal or external to the business.  A stake can be defined as a vital interest in the business or its activities. It can include ownership and property interests, legal interests and obligations, and moral rights. A legal obligation may be the duty to pay wages or to honour contracts. A moral right may include the right of a consumer not to be intentionally harmed by business activities. Stakeholders can:   * affect a business * be affected by a business * be both affected by a business and affect a business.   A stakeholder is often contrasted against a shareholder, which has an ownership interest in the business. The concept of a stakeholder does have moral and ethical implications for business governance. If a business only has a duty to its shareholders, then the business may have no moral obligations to any other person, organisation or society. On the other hand, if a business has a duty to its stakeholders, then a business must consider the interests of its stakeholders as well and not focus completely on maximising the interests of its owners.  Social marketers are all about the development of an effective **messages** which can change behaviours. The information within the message must provide individuals and organisations with elements required to achieve behavioural change. The basis of all communication is the transmission of information, ideas, attitudes, or emotion from one person or group to another. The science of communication is rapidly expanding, as new technologies and media extend the way messages are transmitted and received. | | 42-43 | Complete Activity 6: 2017 Corporate Reputation Survey | | **5USSM E3 LO3 Activity 6 - 2017 Corporate Reputation Survey** | |
|  | | Stakeholder Influence and marketing communication strategies in communicating with relevant stakeholder groups | | In this ever-changing world, the influence of stakeholders is becoming immense and, if not managed correctly, leads to project delays, resource drain, political intervention or project termination. For the social marketer, there are five key principles:    1. Mapping  Early in the planning phase of a social marketing project, it is critical to conduct a thorough stakeholder analysis (SA)**.** This will identify the stakeholders and examine key factors including:   * proximity to your project * demographics * interest in the project * needs and concerns * expectations * previous public statements.   2. Influencers  By researching the influence of each of the stakeholders, it will allow a predictive element to help push a project through. The range of possible influence is huge, from strong positive sentiment (and therefore support) through to negative activism and the damaging engagement of other community members against your project.  3. Triggers  Stakeholders react in different ways to different project actions. By identifying triggers and solutions, many of the conflicts and complaints can be avoided. Correlating the analysis of the stakeholder with known triggers can help to reduce resistance and expense.  4. Opportunities  Risk management is critical, and it is important to focus on those stakeholders most likely to cause disruption. Those stakeholders who might view your project favourably, or may benefit from it, need to be used in the campaign.  5. Proactive  By getting insight into the stakeholders, their influence and triggers, a logical, proactive plan can be developed. It details the risks that can be shared or avoided and outlines how you can reduce their impact.  Working with stakeholders through this process will also improve project buy-in, credibility and ownership of the mitigation measure. | | 44-50 |  | |  | |
|  | | Review of session and learning outcomes | | Run through session outcomes to demonstrate coverage. Recap Question and Answer | |  | Q&A involvement | | **5USSM E3 LO3 Activity 7 - Quiz** | |