MARKETING & SOCIETY
MKTG 2301 – SPRING 2019

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Class Location/Times: T, F 1:35 – 3:15 pm PM (425 Hayden Hall)

Office Hours: By appointment in 202F Hayden Hall

Course Materials: All readings and cases will be available via Blackboard; some readings will be included in an HBR coursepack.

Course Overview

This course examines the role of marketing and business in society's central contemporary problems as well as the way marketing can help to address these problems. The course includes three learning blocks.

The first block involves a review of our society's main problems and a critical view of marketing and business in today's world. Issues such as marketing contributing to overconsumption, irresponsible marketing, advertising and social biases, and ethical dilemmas in business and marketing will be discussed.

The second learning block examines the changing role of businesses in our society. It focuses on the firm level – shedding light on new business models and goals that drivers responsible and pro-social marketing, for instance, cause related marketing (CRM), corporate social responsibility (CSR), and corporate shared value (CSV).

The last learning block introduces and analyzes the role of pro-social marketing. Specifically, how *marketing* can influence people's behavior for advancing a socially-desirable change. Pro-social marketing involves the application of marketing frameworks and techniques – such as segmentation and the 4Ps – to promote individual and collective well-being. As such it includes non-profit and government marketing but also addresses social responsibility of for-profit businesses. We will therefore discuss and study the role that managers, public policy makers, and consumers play, examining the ways marketing resources can be leveraged to advance a good cause or create a socially-desirable behavioral change.

With a focus on pro-social marketing in mind, the course will help to better understand how marketers can utilize pro-social marketing strategies effectively. Understanding how best to target consumers to advance socially-desirable behavioral change or increase consumer well-being is a critical issue for public policy makers and managers. Specifically, we will consider how they can design programs in the public interest that will appeal to their target segments, how managers can partner with other organizations (e.g., non-profits, government) to achieve social impact, and how target consumer audiences respond to different pro-social marketing campaigns.

Course Objectives

1. Create a deep understanding of the interaction of marketing and society.
2. Improve understanding of marketing activity among policy makers, non-profits, and responsible for-profit marketers.
3. Develop critical thinking in the context of marketing and society, as well as pro-social marketing.
4. Plan, write, and present a pro-social marketing campaign.

Course Format

Classes will be conducted in an interactive lecture format supplemented by case discussions, oral presentations, and other interactive activities involving students in the discussion and application of concepts, and guest lectures. We will be using case studies that provide real-life examples of how various organizations have gone through the pro-social marketing planning process. Case studies provide an opportunity for students to exercise critical thinking/analytical skills and connect marketing principles learned in the classroom to a real situation.

Course Evaluation

Your performance in this course will be evaluated based on:

1. **Pro-Social Marketing Project (group):** You will apply the concepts, theories, methods, and critical thinking discussed in this class to design a pro-social marketing plan for an organization (e.g., a business, nonprofit, or a government agency that wishes to advance a social cause) that can promote socially-desirable behavior. See the full instructions for details. Due by midnight before class on 4/12 via Turn It In. (**40%** total: Project Proposal: 5%, Steps 1-3: 5%, Steps 4-6: 5%, Full Plan & Presentation: 25%)
2. **In-Class Exercises (group):** You will participate in several in-class exercises in which you will apply insights from this course to solving marketing-related challenges facing businesses, nonprofits, and government agencies. (**10%**)
3. **Participation (individual):** Your thorough preparation and active participation are essential to this course. You will be evaluated on the quality of your individual preparation and contributions to class discussions and exercises. (**20%**)
4. **Case Study Analysis (individual):** You will choose <u>one</u> of the four cases we will discuss in class and submit a 1-2 page case analysis prior to the discussion. Due by midnight before the case discussion via Turn It In. (**15%**)
5. **Marketing in the News (individual):** You will choose <u>one</u> class session at which you will be responsible for connecting our course material to a current example and/or event in the world. You should prepare a 5-minute presentation describing your chosen example/event, relating it to the course material, and leading an interactive Q&A with the class. Due by midnight before class via Turn It In. (**15%**)

Grading Scale

Letter grades will be assigned as follows (*Note: there will be no rounding*):

Grade	A	A-	B+	B	B-	C+	C	C-	F
%	> 92%	90-92%	87-89%	83-86%	80-82%	77-79%	73-76%	70-72%	<72%

Service Learning
One way in which we will apply what we're learning about social impact is by participating in Northeastern's Service-Learning Program. The mission of this program is to integrate classroom and community goals through transformative service partnerships that enrich the academic experience, inspire lifelong community engagement, and strengthen our local and global communities. By collaborating with community partners on the final project and in class workshops, we support our partners in reaching their goals and will strengthen Northeastern's relationship with the community. To learn more, visit Service-Learning at Northeastern.

Attendance Policy
Attendance in class and at your chosen client event is mandatory, but you are permitted one absence without penalty in the event of an emergency or if an excused absence is arranged in advance. For an absence to be excused, you must 1) notify me of your intention to miss class via email in advance and 2) provide a legitimate reason and documentation of that reason for the absence. Excused absences are not permitted for final project presentations.

Classroom Conduct
You are expected to thoroughly prepare for each class, stay engaged and on task in class, and proactively contribute to class discussions and project deliverables. Your individual contribution grade will reflect your level of preparedness, engagement, and professionalism.

Late Assignment Policy
You are expected to submit assignments on time. Blackboard will automatically timestamp assignments. Late assignments will lose 10% immediately and 10% for every additional day late.

Academic Integrity
You are expected to act in accordance with university policies regarding academic integrity: http://www.northeastern.edu/osccr/academic-integrity-policy/. I will check for cheating and plagiarism on all assignments. Any student found to have violated the university's policies will be reported to the Office of Student Conduct and Conflict Resolution (OSCCR) and will face consequences ranging from a failing grade on the assignment to expulsion.

Additional Resources
Please let me know if you are experiencing difficulty with the course so we can work together to develop a plan to help you succeed. For students needing special assistance, contact the Disabilities Resource Center - 20 Dodge, x2675 to register for special accommodations. Additional tutorial help as well as English Language help/editing is available through the International Student Center - 405 Ell, x2310, and English Language Center - 10 Belvidere, x2455.

About the Instructor
I am an assistant professor of marketing, specializing in consumer judgment and decision making. My research examines when people call upon others to help them make decisions, what are the barriers to accurately gauging others' preferences and effectively choosing on their behalf, and how to help people make better decisions for themselves and others. I currently serve on the United States Office of Evaluation Sciences (oes.gsa.gov) and previously served on the White House Social and Behavioral Sciences Team (sbst.gov). In this role, I translate insights from the behavioral sciences into concrete recommendations for how to improve government and work with federal agencies to rapidly and rigorously test what works and what works best. I received my Ph.D. in psychology from Princeton University in 2009 and my Ph.D. in marketing from the University of Florida in 2012. To learn more about me, visit my web site: www.marysteffel.com.

MARKETING & SOCIETY

PART 1: The Social Impact of Marketing

Date	Topic	Readings / Activities
1/08	Introduction	
1/11	Is Marketing Good or Bad for Society?	The Social Responsibility of Business is to Increase Its Profits How Great Companies Think Differently Defining Marketing for the 21st Century (Optional)
1/15	Market Research & Data Ethics	How Companies Learn Your Secrets The Murky Ethics of Data Gathering
1/18	Audience Segmentation & Price Discrimination	A Special Price Just for You **Case: Pink Tax**
1/22	**Project Planning (with client)**	Introduction to Marketing Planning & Examples **Project proposal due before next class**
1/25	4 P's: Product & Addictive Technology	Hooked: How to Make Habit-Forming Products Our Minds Have Been Hijacked by Our Phones **Speaker: Carl Marci, Nielsen Consumer Neuroscience**
1/29	4 P's: Place & Choice Architecture	Nudge Introduction Slim By Design **Design Sprint: Maureen Timmons, NEU Dining Services**
2/01	4 P's: Price & The Cost of Cheap Clothing	Where Was That Shirt Made? Do You Care? Ethical Breakdowns **Documentary: The True Cost**
2/05	4 P's: Promotion & Sex(ism) in Advertising	How Advertising Has Become an Agent of Social Change Where Are the Women? Superbowl Ads Face Scrutiny **Superbowl Debrief: Gender in Advertising**
2/08	**Project Planning**	**Steps 1-3 due before next class**

PART 2: The Changing Role of Marketing in Society

Date	Topic	Readings / Activities
2/12	Marketing for the Long Term	Capitalism for the Long Term Why Companies Are Becoming B Corporations **Speaker: Jackie Herskovitz, Teak Media (B Corp)**
2/15	CEO & Corporate Activism	The New CEO Activists Branding and Politics: Nike and Colin Kaepernik **Case Study: Koen Pauwels, NEU Marketing**
2/19	Cause-Related Marketing (CRM)	Cause-Related Marketing: More Buck than Bang? Profits for Nonprofits – Find a Corporate Partner
2/22	Corporate Social Responsibility (CSR)	Corporate Social Responsibility: It's All About Marketing **Case: The Dannon Company**
2/26	Corporate Shared Value (CSV)	Creating Shared Value **Case: Unilever in India**
3/01	**Project Planning**	
3/05	SPRING BREAK	
3/08	SPRING BREAK	

PART 3: Marketing as a Tool for Social Impact

Date	Topic	Readings / Activities
3/12	Pro-Social Marketing	Defining Social Marketing
3/15	Behavioral Mapping	Empathy Mapping – The First Step in Design Thinking How to Create a Realistic Customer Journey Map **Design Sprint: Josh Martin, Ideas42**
3/19	Behavioral Mapping	Advertising in the Age of Distraction Can Ads Be the Answer to Improving Lives & Society? **Speaker: Rachel Newmiller, Nielsen Consumer Neuroscience**
3/22	**Project Planning**	**Steps 4-6 due before next class**
3/26	Intervention Design	The Last Mile Applied Behavioral Insights & Promotion of Healthy Eating **Exercise: EAST Card Game**
3/29	Intervention Design	**Design Sprint: Felipe Ruiz, Public Health Commission**
4/02	Evaluation Design	How to Evaluate the Programme White House Social and Behavioral Sciences Team **Office of Evaluation Sciences Lab Meeting**
4/05	Evaluation Design	With New Research 'Lab," D.C. Aims Big for Better Policy It's Form-a-Palooza, a Hackathon for Better Paperwork **Design Sprint: David Yokum, Brown University**
4/09	**Project Planning**	**Full marketing plan & slides due before next class**
4/12	Group Presentations	
4/16	Group Presentations	