

Seminar in Marketing: Marketing and Social Responsibility Business Administration 334

Required Readings

All readings will be distributed in class or will be available as an electronic reserve.

Recommended Texts

Pocket Guide to APA Style by Perrin

Course Objectives

As a course, marketing and social responsibility covers the ethical, regulatory and legal issues that surround marketing. Marketing and social responsibility is not about the fundamentals of marketing. It's about what, as marketers, you can and cannot do in the eyes of federal and state laws and regulation as well as what you can and cannot do in good moral stead. "Good moral stead" will be defined individually as students work to define their beliefs of personal responsibility, corporate responsibility and ethical norms.

Course Requirements

Each student is required to take two exams, complete two homework assignments, five in-class assignments, and one team project that includes an in-class presentation.

All exams are worth approximately 75 points. A take-home midterm exam and a final exam will be given. The final is NOT cumulative in the sense that regulations learned in the first half of the semester will be covered on the final exam. However, students will be continually asked to define good business behavior based on personal opinions of personal responsibility, corporate responsibility and ethical norms.

The two homework assignments will be outlined in additional handouts. These assignments are worth 25 points each. Assignments are due at the

beginning of class. Late assignments will not be accepted except in cases of *extreme hardship*. If something comes up that prevents you from turning in an assignment in a timely manner it is in your best interest to contact me immediately and convincingly.

In-class assignments are due during the class period in which they are assigned (thus in-class) and are worth 10 points each.

The team project will include researching a proactive corporation that sets global standards in social responsibility. Actual details will be outlined in additional handouts. The presentation portion of the project is worth 50 points. A written report of the information presented is also worth 100 points.

Attendance

Attendance and class participation are encouraged and expected, but ultimately are YOUR responsibility.

Irresponsible Behavior

Irresponsible behavior includes cheating and plagiarism as well as creating a hostile environment for your instructor and classmates. This behavior will not be tolerated by your instructor or the University. I strongly suggest that you do your own work, do it honestly and play nice.

Grading Scale

400-372 = A
371-360= A-
359-348= B+
347-332= B
331-320 = B-

319-308 = C+
307-292= C
291-280= C-
279-240= D
239-0 = F

Class Calendar

January 8	Introduction
January 10	Personal Responsibility Classical liberalism readings from <i>Advertising in Contemporary Society</i>
January 15	Corporate Responsibility Classical liberalism readings from <i>Advertising in Contemporary Society</i>
January 17 & 22	Ethics Readings on ethics from <i>Advertising in Contemporary Society</i> and <i>Ethical Marketing</i>
January 24 & 29	The Law <i>Valentine v. Chrestensen</i> No. 707, 1942 U.S. LEXIS 725 <i>Bigelow v. Virginia</i> No. 73-1309, 1975 U.S. LEXIS 73 <i>Virginia State Board of Pharmacy v. Virginia Citizens Consumer Council, Inc.</i> No. 74-895, 1976 U.S. LEXIS 55 <i>Central Hudson Gas & Electric Corp. v. Public Service Commission</i> No. 79-565, 1980 U.S. LEXIS 48
January 31	Focus the Nation
February 5	The Law <i>Posades de Puerto Rico Assoc. v. Tourism Co.</i> No. 84-1903, 1986 U.S. LEXIS 129 <i>Rubin v. Coors Brewing Co.</i> No. 93-1631, 1995 U.S. LEXIS 2844 <i>44 Liquormart, Inc. v. Rhode Island</i> No. 94-1140, 1996 U.S. LEXIS 3020 Homework Assignment #1 due 2/05/08
February 7, 12 & 14	FTC regulations http://www.ftc.gov/ogc/brfovrw.htm and http://www.ftc.gov/bcp/policystmt/ad-decept.htm
February 19	Midterm exam
February 21	Guarantees, Warranties & Products Liability Handouts

February 26 & 28
March 4 & 6

Intellectual Property

Trademark

http://www.uspto.gov/web/offices/tac/doc/basic/trade_defin.htm
<http://www.uspto.gov/web/offices/tac/doc/basic/register.htm>
<http://www.uspto.gov/web/offices/tac/doc/basic/jobofuspto.htm>
http://www.uspto.gov/web/offices/tac/tmep/1200.htm#_Toc98817678

1202.01 Refusal of Matter Used Solely as a Trade Name
1203 Refusal on Basis of Immoral or Scandalous Matter; Deceptive Matter; Matter which May Disparage, Falsely Suggest a Connection, or Bring into Contempt or Disrepute
1204 Refusal on Basis of Flag, Coat of Arms or Other Insignia of United States, State or Municipality, or Foreign Nation
1209 Refusal on Basis of Descriptiveness
1210 Refusal on Basis of Geographic Significance
1211 Refusal on Basis of Surname
1212 Acquired Distinctiveness or Secondary Meaning

Copyright

<http://www.copyright.gov/>
<http://www.copyright.gov/help/faq/>

Publicity & Privacy

<http://rs6.loc.gov/ammem/copothr.html>

March 11 & 13

Obscenity & Indecency & Hate Speech

Miller v. California No. 70-73, 1973 U.S. LEXIS 149

<http://www.fcc.gov/eb/oip/Welcome.html>
<http://www.fcc.gov/eb/oip/FAQ.html#TheLaw>
<http://www.fcc.gov/cgb/consumerfacts/obscene.html>

<http://www.aclu.org/studentsrights/expression/12808pub19941231.html>

March 18 & 20

Spring Break

March 25

Obscenity & Indecency & Hate Speech

Miller v. California No. 70-73, 1973 U.S. LEXIS 149

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March 27

Group Project Work

April 1

Education Campaigns & the Ad Council
Reefer Madness

April 3

Group Project Work

April 8

Education Campaigns & the Ad Council
Reefer Madness

April 10, 15 & 17

Group Presentations
Group Project Paper due 4/22/08

April 25

Final Exam