# COURSE DETAIL

| SOCIAL MARKETING AND ETHICS IN MARKETING |
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| **Country**<br>Spain |
| **Host Institution**<br>Pompeu Fabra University |
| **Program(s)**<br>21st Century Barcelona |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>108 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>SOCIAL MARKETING AND ETHICS IN MARKETING |
| **UCEAP Transcript Title**<br>SOCIAL MARKETING |
| **UCEAP Quarter Units**<br>1.50 |
| **UCEAP Semester Units**<br>1.00 |

**Course Description**
This course discusses the concept of social marketing and the role of ethics in marketing. It discusses the use of social marketing as a tool to influence human behavior to improve personal and societal wellbeing. This course explores the relationship between marketing and other topics such as health care, gender, corporate social responsibility, social marketing, and the environment.

**Language(s) of Instruction**
English

**Host Institution Course Number**
59026

**Host Institution Course Title**
SOCIAL MARKETING AND ETHICS IN MARKETING

**Host Institution Course Details**

**Host Institution Campus**
Ciutadella Campus

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
UPF Education Abroad Program

**Course Last Reviewed**

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