

COURSE DETAIL

SOCIAL MARKETING AND ETHICS IN MARKETING

Country

Spain

Host Institution

Pompeu Fabra University

Program(s)

21st Century Barcelona

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

108

UCEAP Course Suffix**UCEAP Official Title**

SOCIAL MARKETING AND ETHICS IN MARKETING

UCEAP Transcript Title

SOCIAL MARKETING

UCEAP Quarter Units

1.50

UCEAP Semester Units

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 Campus

Ciutadella Campus

Host Institution Faculty**Host Institution Degree****Host Institution Department**

UPF Education Abroad Program

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