

# COURSE DETAIL

## BUSINESS AND MARKETING ETHICS

**Country**

Australia

**Host Institution**

University of Melbourne

**Program(s)**

University of Melbourne

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

104

**UCEAP Course Suffix****UCEAP Official Title**

BUSINESS AND MARKETING ETHICS

**UCEAP Transcript Title**

BUS/MARKET ETHICS

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This course addresses the ethical challenges confronting managers and marketers in contemporary business organizations. Ethically questionable practices can include sweatshop labor, the destruction of the natural environment, sex in advertising, and political lobbying and influence. Business and marketing can also demonstrate ethical leadership, for example through green products, cause-related marketing, and sustainable supply chains. The course explores why firms respond in these ways from the context of debates on corporate social responsibility (CSR) and sustainability, including strategic, ethical, and critical/political perspectives. It then addresses what ethical issues are important to specific stakeholder groups, including employees, consumers, governments, and NGO activists.

## Language(s) of Instruction

English

## Host Institution Course Number

MKTG30012

## Host Institution Course Title

BUSINESS AND MARKETING ETHICS

## Host Institution Course Details

<https://handbook.unimelb.edu.au/view/2016/MKTG30012>

## Host Institution Campus

Melbourne

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Marketing

## Course Last Reviewed

2023-2024

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