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

Print