

27638 - Marketing and CSR

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	5.0
Course	4
Period	First semester
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

The combination of active participation lectures, cooperative work, problem solving and case studies, as well as search, discussion and reflection of readings.

5.2.Learning activities

Theoretical Lectures: *The professor gives lectures with the aim to transmit the main notions of the subject in a concise and pleasant way. In order to encourage the students' interest and participation audiovisual materials will be used. This stuff tries to illustrate the theoretical concepts working with real organizational cases. It is expected that student actively*

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participates in the lessons initiating a discussion. These sessions will be held once a week and the following topics will be addressed:

Resolution and presentation of readings and case studies: papers elaboration and presentation; discussion of current topics; commentary on readings and interactive activities. These tasks could be developed both inside and outside the classroom, as well as, in an individual and/or group manner.

Self study : includes activities such as theoretical and practical content study; resolution of practical activities; conducting individual and/or group works; and information seeking and analysis among others.

5.3.Program

TEMA 1.- NATURE OF CORPORATE SOCIAL RESPONSIBILITY (CSR)

1.1.- *Origin and evolution of CSR*

1.2.- *Conceptualization of CSR*

1.3.- *Ethics and CSR in the organization*

1.4.- *Involved in the formation and development of CSR*

1.5.- *Activities, cases and readings*

TEMA 2.- MARKETING, CSR and SOCIALLY RESPONSABLE CONSUMPTION (SRC)

2.1.- *Social criticism of the marketing*

2.2.- *Marketing, CSR and Values: Definitions and elements*

2.3.- *Socially Responsible Consumer (SRC)*

2.4.- *Socially Responsible Marketing (SRM)*

2.5.- *Activities, cases and readings*

TEMA 3.- MARKETING PLANNING DESIGN FOLLOWING CSR CRITERIA

3.1.- *Key elements of the SRM Plan*

3.2.- *Introduction to the SRM Plan*

3.3.- *SRM Plan Stages*

3.4.- *Activities, cases and readings*

TEMA 4.- CSR ACTIVITIES CONDUCTED BY ORGANIZATIONS: MEASUREMENT AND ANALYSIS

4.1.- *The stakeholders of the organization*

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4.2.- *CSR dimensions and measurement*

4.3.- *CSR indicators in the organization*

4.4.- *Activities, cases and readings*

TEMA 5.- *CSR COMMUNICATION TO THE STAKEHOLDERS*

5.1.- *Objective of the CSR communication strategy*

5.2.- *The communication of the CSR management*

5.3.- *Marketing 3.0. as internal and external CRS communication tool*

5.4.- *Activities, cases and readings*

5.4.Planning and scheduling

5.5.Bibliography and recomended resources