

Course details

4.00 ECTS | Continuous assessment of course work | Course format: on site
SPL 4 - Wirtschaftswissenschaften | max. 50 participants | Language: English

Course# 040 143

Course instructor: ao. Univ.-Prof. Dr. Katharina Auer-Zotlöterer
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Target audience

This course is intended for students pursuing master's degrees in Business Administration and International Business Administration. The course is also open to students from other programs as well as guest students who are interested in the topic at hand.

Objectives & Content

Marketing decisions involve needs, goals, and interests of various exchange partners as well as stakeholders in the organization itself and its environment. The Special Topic "Responsible Marketing" shall widen your view on marketing decisions by including sensitive aspects of producing, selling, buying, and consuming products. Course participants will be sensitive to the multiplicity of societal implications of marketing decisions. They will develop a broader perspective and contextual understanding of consumer behavior and marketing that can be applied to take decisions in the marketing context that contribute to corporate goals as well as consumer well-being. This Course (1/2) is blocked over a short period of 5 days to ensure intensive work on the literature and debate in class focusing on the subject.

Course Structure

Starting from the notions of 'value creation' and 'consumer need satisfaction', this course will analyze the role marketers (and companies as a whole) need to take in acting socially responsible. We will systematically discuss social, ecologic, and economic dimensions of producing, selling, and consuming goods and services. Including the phase of disposing of goods, we will take a *circular economy* perspective. We will link the CSR-perspective to recent developments of *Transformative Marketing*. These discussions will evolve around pivotal values shared by consumers in western societies (*fairness, diversity, inclusion*) and elaborate on how marketers can contribute to society by enhancing *sustainable consumption*, and do so profitably in the long term. (*Note: Course 2 subsequently will complement the content of this course by elaborating on societal welfare and consumer well-being.*)

Schedule

Ses- sions	Date	Time	Room	Topics
1-3	01.03.2023	11:30- 16:30	HS 15	<p>Responsible Marketing – Why?: Value Creation – Need Satisfaction Consumption as a Path to the “Good Life”</p> <p>Well-being, Needs & Ways to their satisfaction: Deficiency vs Growth Needs: Consumption & Alternatives to Need Satisfaction & Wellbeing in various Life Domains</p> <p>The Dark Side of Consumer Behavior & Consumption From Abberant to Dysfunctional Consumer Behavior and destructive Overconsumption in Modern Societies</p> <p>Readings Textbook: pp. 1-20; Articles: #1, #2, #3, #4 (Further Sources for interested readers: #2a, #3a-c, #4a-c)</p>
4-6	02.03.2023	9:45- 14:45	HS 17	<p>Marketing Environment Which players are involved in global economic settings? What are their needs, goals, interests to be considered? And: What do they imply for marketing in the short/long run?</p> <p>Relationships & Responsibilities Why (and in which way) do Relationships matter? Which are the responsibilities of Companies & Consumers? ▪ CSR vs Consumer Sovereignty ▪ Consumerism, Consumer & Brand Activism</p> <p>Current Topics in Politics, Media & Public Discourse From Sustainability and Inclusion to Woke Consumption.</p> <p>Readings: Textbook: pp. 21-32; Articles: #5, #6, #7, #8</p>
7-8	08.03.2023	11:30- 14:45	HS 15	<p>Sustainable Growth Attaining the OECD Sustainable Growth Goals?</p> <p>Internal & External Customer Relationships, Co-Creation, Corporate & Employer Branding</p> <p>Readings: Textbook: pp. 33-54; Articles: OECD Policy Paper</p>
9	08.03.2023	15:00- 16:30	HS 17	<p>Changing Values? Are New Generations Coming? Generation X, Y, Z – Alpha??</p> <p>No readings to prepare for this session.</p>
10-12	09.03.2023	9:45- 14:45	HS 17	<p>The Transformative Agenda in Business & Consumption</p> <p>Sustainable Consumption: Freedom with Responsibility</p> <p>Socially Responsible Business: Sustainable Value Chains Sustainable Value Chains: Implementing Values in Operations</p> <p>Readings: Textbook: pp. 55-75; Article: #9 (Further Source for interested readers: #9a)</p>
13-14	10.03.2023	9:45- 13:00	HS 3	<p>Responsible Marketing – Really? Green/Pink/Rainbow Washing? Authentic & reliable Responsibility</p> <p>Readings: Articles: #10 - # 17</p> <p>Conclusions & wrap up Details on Requirements for Course Report</p>
15	26.03.2023	23:59	moodle	Upload Course Report

Note: Literature and further details on the course will be available on Moodle.

Performance & Assessment Criteria

- **Students are required to prepare the literature indicated.**
Based on the reading, you will be requested to provide **a short sum-up in advance for each session**. The sum-up should comprise (1-3, max. 5) key statements or questions resulting from your prereading of the relevant literature. The sum-up is to be provided for each session in advance; the various aspects and will be discussed in class. (40%)
- **Active class participation is expected. (10%)**
- **A written final paper** summarizing the fundamental aspects and learnings from the course is to be provided by due date. Evaluation is based on elaboration and literature inclusion. (50%)
 - **6-12 Pages Text containing:**
 - Essay summarizing **the various fundamental aspects** discussed **OR**
 - Essay on **one selected article** (outlining why the article was selected, what it describes or discusses, and what are the main learnings from it) **OR**
 - Essay on **a particular session / topic dealt with** in the course.
 - Please use *the relevant course literature and cite correctly!*

Evaluation key: Grading is based on the sum of all three contributions:

- 1- very good ≥ 87,5%
- 2- good ≥ 75 %
- 3- satisfactory ≥ 62,5%
- 4- sufficient ≥ 50 %
- 5- insufficient < 50%

Literature

☞ *Textbook:*

Fuchs, Doris | Sahakian, Marlyne | Gumbert, Tobias | Di Giulio, Antonietta | Maniates, Michael | Lorek, Sylvia | Graf, Antonia (2021): **Consumption Corridors. Living a Good Life within Sustainable Limits.** Routledge | Taylor & Francis, London & New York.

Marketing Textbook for individual Review, if needed:

Kotler, Philip / Armstrong, Gary / Opresnik, Mark Oliver (2021): **Principles of Marketing**, Pearson.

Articles:

☞ **A#1: Friedman, Milton (1970): A Friedman doctrine- The Social Responsibility of Business is to Increase Its Profits**, *The New York Times*, 1970/09/13, 17ff.

☞ **A#2: Easterlin, Richard D. | O'Connor, Kelsey J. (2020): The Easterlin Paradox**, *IZA Institute of Labor Economics, Discussion Paper Series, DP No. 13923: 1-40.* www.iza.org

☞ **A#3: Sirgy, M. Joseph (2018): The Psychology of Material Well-Being**, *Applied Research in Quality of Life*, Vol. 13, 273-301

A#3a. Burckhardt, Carol S. | Anderson, Kathryn L. (2003): The Quality of Life Scale (QOLS): Reliability, Validity, and Utilization, *Health and Quality of Life Outcomes* 1 (60): <https://doi.org/10.1186/1477-7525-1-60>

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- A#3b. Lee, Dong-Jin | Sirgy, M. Joseph | Larsen, Val | Wright, Newell D. (2002): **Developing a Subjective Measure of Consumer Well-Being**, *Journal of Macromarketing*, Vol. 22 (2), 158-169.
- A#3c. Sirgy, M. Joseph (2021): **Macromarketing Metrics of Consumer Well-Being: An Update**, *Journal of Macromarketing*, Vol. 41(1), 124-131.
- ☞ **A#4: Aron, David | Kultgen, Olivia (2019): Definitions of Dysfunctional Consumer Behavior: Concepts, Content, & Questions**, *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, Vol 21, 47-60.
- A#4a. Harris, Lloyd C. | Reynolds, Kate L. (2003): **The Consequences of Dysfunctional Customer Behavior**, *Journal of Service Research*, Vol. 6 (2), 144-161.
- A#4b. Mrad, Mona | Cui, Charles Chi (2020): **Comorbidity of compulsive buying and brand addiction: An examination of two types of addictive consumption**, *Journal of Business Research*, Vol 113, 399-408.
- A#4c. Goodman, Jordan | Lovejoy, Paul E. | Sherratt, Andrew (1995, 2007): **Consuming Habits. Global and Historical Perspectives on How Cultures Define Drugs**, 2nd Ed., Routledge, New York.
- ☞ **A#5: Maignan, Isabelle | Gonzalez-Padron, Tracy L. | Hult, G. Thomas M. | Ferrell, O. C. (2011): Stakeholder Orientation: Development and Testing of a Framework for Socially Responsible Marketing**, *Journal of Strategic Marketing*, Vol. 19 (4), 313-338.
- ☞ **A#6: Dahlsrud, Alexander (2008): How Corporate Social Responsibility is Defined: An Analysis of 37 Definitions**, *Corporate Social Responsibility and Environmental Management*, Vol. 15, 1-13.
- ☞ **A#7: Persky, Joseph (1993): Consumer Sovereignty**, *Journal of Economic Perspectives*, Vol 7 (1), 183-191.
- A#7a. Srnka, Katharina J. | Schweitzer, Fiona M. (2000): Macht Verantwortung und Information: Der Konsument als Souverän? *Zeitschrift für Wirtschafts- und Unternehmensethik* 1/2,192-205
- ☞ **A#8: Dahan, Yossi | Lerner, Hanna | Milman-Sivan, Falna (2023): Shared Responsibility and Labor Rights in Global Supply Chains**, *Journal of Business Ethics*, Vol 182: 1025-1040.
- ☞ **OECD (2022): The Short and Winding Road to 2030. Measuring distance to the SDG Targets: Overview & Key Findings. Position Paper:** <https://www.oecd.org/wise/measuring-distance-to-the-sdgs-targets.htm>
- ☞ **A#9: Kumar, V. (2018): Transformative Marketing: The Next 20 Years**, *Journal of Marketing*, Vol. 82: 1-12.
- A#9a. Potochnik, Janez | Wijkman, Anders et al. (2022): **From ‚Greening‘ the Present System to Real Transformation – Transforming Resource Use for Human Wellbeing and Planetary Stability**. *Earth4Allreport*. <https://www.clubofrome.org/publication/earth4all-potochnik/>
- ☞ **A#10: Kumar, Bipul | Dholakia, Nikhilesh (2022): Firms Enabling Responsible Consumption: A Netnographic Approach**, *Marketing Intelligence & Planning*, Vol. 40 (3), 289-309.
- ☞ **A#11: Wilkinson, Adrian | Hill, Malcom | Gollan, Paul (2021): The Sustainability Debate**, *International Journal of Operations & Production Management*, Vol. 21 (12), 1492-1502.
- ☞ **A#12: Griffiths, A. / Petrick, J. (2001): Corporate Architectures for Sustainability**, *International Journal of Production & Operations Management* Vol. 21 (12): 1573-1585.
- ☞ **A#13: McKinsey Report (02/2023): Consumers Care about Sustainability**. <https://www.mckinsey.com/>
- ☞ **A#14: Sirgy, M. Joseph | Lee, Dong-Jin (1996): Setting Socially Responsible Marketing Objectives: A Quality-of-Life Approach**, *European Journal of Marketing*, Vol. 30 (5): 20-34.
- A#14a. Meadows, Donella | Meadows, Dennis L. | Randers, Jorgen | Behrens, William W. (1972): **The Limits to Growth**. *A Report for the Club of Rome's Project on the Predicament of Mankind*, Universe Books, New York.
- ☞ **A#15: Vredenburg, Jessica | Kapitan, Sommer | Spry, Amanda | Kemper, Joya A. (2020): Brands Taking a Stand: Authentic Brand Activism or Woke Washing?** *Journal of Public Policy & Marketing*, Vol 39(4), 444-460.
- ☞ **A16#: Laczniak, Gene | Shultz, Clifford (2021): Toward a Doctrine of Socially Responsible Marketing (SRM): A Macro and Normative-Ethical Perspective**, *Journal of Macromarketing*, Vol. 41 (2), 201-231.
- ☞ **A17#: Silver, Kenneth (2023): Markets Within the Limit of Feasibility**, *Journal of Business Ethics*, Vol 182: 1087-1101.