



Course details

4.00 ECTS | Continuous assessment of course contributions (pi) | 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 designed for students seeking their master's degrees in Business Administration or in International Business Administration. It is also open to students from various other programs and welcomes guest students who have an interest in the subject matter.

Course Objectives

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 societal (i.e., social and ecologic) aspects of producing, marketing, buying, and consuming products. Participants in the course will enhance their awareness of the diverse societal implications associated with marketing decisions. They will cultivate a broader perspective and a contextual understanding of consumer behavior and marketing, enabling them to make decisions in the marketing context that not only contribute to corporate goals, but also promote consumer well-being. This course (Responsible Marketing 1) is one of two sequential course components. It is scheduled over a brief period to facilitate concentrated engagement with literature and active class discussions centered around the subject matter.

Course Structure & Content

Commencing with the concepts of 'value creation' and 'consumer need satisfaction,' this course delves into the role that marketers and companies must embrace in promoting social responsibility. The exploration systematically encompasses the social, ecological, and economic dimensions of the entire lifecycle of goods and services, including disposal, adopting a circular economy perspective. We will interconnect the Corporate Social Responsibility (CSR) viewpoint with the latest advancements in Transformative Marketing, focusing on core values upheld by consumers in Western societies such as fairness, diversity, and inclusion. The discussions will elucidate how marketers can contribute to society by fostering sustainable consumption, ensuring long-term profitability. (*Note: Course 2 will subsequently complement this content by further elaborating on societal welfare and consumer well-being.*)

Performance & Assessment Criteria

- **Participants are required to engage with the specified literature. (35%)**
Following the readings, a concise summary for each session, encompassing key statements, questions, and personal reflections, is to be submitted by the designated deadline. The various aspects shall be further explored during class discussions (four summaries in total).
- **Active participation in class discussions is anticipated. (15%)**
- **A final paper is requisite to complete the course. (50%)** The paper (to be submitted by the specified deadline) shall elaborate on crucial aspects or insights gained throughout the course. Paper evaluation will consider the depth of analysis & the integration of pertinent literature.
 - **The paper should consist of 5-9 pages and may take one of the following forms:**
 - An essay or story map summarizing **one or several key concept(s)** discussed
OR
 - An essay focused on **a selected article**, outlining the rationale behind the selection, summarizing its content or discussion, and highlighting the main takeaways.
OR
 - A report or ‘story map’ on a **specific session or topic covered** in the course, illustrated by a **self-selected practical (marketing) example**.
 - **Note:** Proper citation of relevant literature is required!

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,** 18th Global Edition, Pearson.

Articles & additional Sources

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.
2. Sirgy, M. Joseph (2018): **The Psychology of Material Well-Being**, *Applied Research in QoL*, Vol. 13, 273-301.
3. 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>
4. 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.
5. Kumar, Bipul | Dholakia, Nikhilesh (2022): **Firms Enabling Responsible Consumption: A Netnographic Approach**, *Marketing Intelligence & Planning*, Vol. 40 (3), 289-309.
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.
7. Kumar, V. (2018): **Transformative Marketing: The Next 20 Years**, *Journal of Marketing*, Vol. 82: 1-12.
8. 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.
9.  OECD (2022): **The Short and Winding Road to 2030. Measuring distance to the SDG Targets: Overview & Key Findings**. Report: <https://www.oecd.org/wise/measuring-distance-to-the-sdgs-targets.htm>
10. 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.
11. Persky, Joseph (1993): **Consumer Sovereignty**, *Journal of Economic Perspectives*, Vol 7 (1), 183-191.
12. Sirgy, M. Joseph (2021): **Macromarketing Metrics of Consumer Well-Being: An Update**, *Journal of Macromarketing*, Vol. 41(1), 124-131.
13. McKinsey Report (02/2023): **Consumers Care about Sustainability**. <https://www.mckinsey.com/>
14. Harris, Lloyd C. | Reynolds, Kate L. (2003): **The Consequences of Dysfunctional Customer Behavior**, *Journal of Service Research*, Vol. 6 (2), 144-161.
15. 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.
16. 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.
17. Srnka, Katharina J. / Schweitzer, Fiona M. (2000): **Macht, Verantwortung und Information: Der Konsument als Souverän?** *Zeitschrift für Wirtschafts- und Unternehmensethik*, Vol 1/2, 192-205.
18.  Meadows, Donella | Meadows, Dennis L. | Randers, Jorgen | Behrens, William W. III (1972): **The Limits to Growth**. *A Report for the Club of Rome's Project on the Predicament of Mankind*, Universe Books, N.Y.
19. 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.
20. Silver, Kenneth (2023): **Markets Within the Limit of Feasibility**, *Journal of Business Ethics*, Vol 182: 1087-1101.
21. 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.
22. Griffith, A. / Petrick, J. (2001): **Corporate Architectures for Sustainability**, *International Journal of Production & Operations Management* Vol. 21 (12): 1573-1585.
23. 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/>
24.  Easterlin, Richard A. / O'connor, Kelsey, J. (2020): **The Easterlin Paradox**, IZA Discussion Papers No. 13923, Leibniz Information Center for Economics; Available at: <http://hdl.handle.net/10419/232675>

Schedule

#	Date	Time	Room	Sessions' Topics
				Introduction
1	Freitag, 01.03.2024	11:30- 13:00	HS 3	Organization of the Course, Content & Requirements What is Responsible Marketing; and why should we care? Reading Article: #1
				Consumption as a Path to the "Good Life" (!?)
2-3	Donnerstag, 07.03.2024	9:45- 13:00	HS 17	Well-being, Needs & Ways to their satisfaction: Deficiency vs Growth Needs: Consumption & Alternatives to Need Satisfaction & Wellbeing in various Life Domains The Dark Side of Consumer Behavior & Consumption From Abberant to Dysfunctional Consumer Behavior and destructive Overconsumption in Modern Societies Reading Textbook: pp. 1-20 (Further Articles: #2, #3, #12, #14-16)
				<i>Stakeholders & Developments in the Market:</i> Responsible Marketing Issues
4-5	Freitag, 08.03.2024	9:45- 13:00	HS 17	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? Relationships & Responsibilities Why (and in which way) do Relationships matter? Current Topics in Politics, Media & Public Discourse From Sustainability and Inclusion to Woke Consumption. Reading Textbook: pp. 21-54 (Articles: #4, #5 #21, #22)
				<i>Organizations and Individuals in Exchange:</i> Who is Responsible?
6		9:45- 11:15	HS 10	Corporate Social Responsibility Consumer Sovereignty Reading Textbook: pp. 55-70; Article #6 (Further Articles: #7, #8, #13, #17)
	Donnerstag, 14.03.2024			<i>Marketing as Exchange & Relationships:</i> What is Responsible Behavior?
7		11:30- 13:00	HS 17	Sustainable Growth Attaining the OECD Sustainable Growth Goals Domains of Responsibility (DIN 26000) Reading #9 OECD Report, Article #18
				Embracing Responsible Marketing
8-9	Freitag, 15.03.2024	9:45- 13:00	HS 17	Paths to Sustainable Consumption Caring for the External & the Internal Customer Wrap-up & Guidelines for Writing the Report Reading Textbook: pp. 71-75; Article #24 (Further Articles: #19, #20, #23)
10	05.04.2024	23:59	digital (Moodle)	Upload Course Report

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