



UNIVERSIDAD PONTIFICIA DE SALAMANCA

Business ethics / CSR

Degree in MARKETING & COMMUNICATION – 3rd
year

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Business ethics / CSR

General information

Module: Business and environment

Type: Obligatory

Number of credits: 3 ECTS

Term: 3rdcourse– 2ndsemester

Schedule: From Monday, January 27th, 2020 until Saturday, May 16th, 2020

Time frame: Monday from 10:00 to 12:00 hours

Language: English

Professor responsible for the assignment: Óscar Sánchez Alonso

E-mail: osanchezal@upsa.es

Tutoring schedule: Wednesday from 14 to 15 hours and Tuesday from 14,30 to 17,30 hours

Assignment description

The business world and marketing are subjected to limits (not only to legal, but also to deontological limits). To hit the target within those limits (without errors by excess or defects) turns out to be crucial to settle for professionalism. To advice and analyze the ethic challenges at stake, goes way more profound than just memorizing the self regulation codes.

The subject covers sustainable development, environmental management, initiatives framed in corporate social responsibility or, ultimately, a business performance that renounces the lack of scruples and where not everything serves the indiscriminate profit spirit.

Previous Requirements

There are no previous requirements. However it is beneficial that the assignment is assigned in the latest degree curses (3rd) this way, when the student takes the curse, they already have knowledge about the assignment's purpose.

Objectives

At the end of the course students must be able to:

- Strengthen the authentic professionalism (which cannot be alien to ethics) in the exercise of marketing.
- Achieving autonomy and judgment, as to discern between unjustified attacks and argued criticisms of business practices.
- Getting ethics to be more than just a compilation of codes that remain on wet paper.
- Analyze the ethical consequences arising from the relationship between company and environment (stakeholders, sustainable development, environmental management, corporate social responsibility, etc.).
- Identify the ethical motivations of the different actors involved in business exchange and marketing in different sectors.

Skills and competences

| | |
|--|--|
| <p>Basic and general skills</p> | <p>CB3. Students will be able to gather and understand important information (usually within their area of study) to allow opinions and judgment about the important subjects that will include a reflection of social, scientific and ethical matter.</p> |
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|---|--|
| | <p>CB4. Students will be able to translate information, ideas, problems and solutions to specialized and non-specialized spectators.</p> |
| <p>Transversal key competences</p> | <p>CT2. Capacity for decision-making: ability to identify, analyze and define the significant elements that make it possible to take decisions with criteria and in an effective way.</p> <p>CT3. Ability to take risk, developing ability and skills to think and decide.</p> <p>CT4. Ability to relate with people and the environment without losing their autonomy, and preserving their own identity and principles.</p> <p>CT5. Ability to work in teams, developing personal opening through verbal and written communication.</p> <p>CT7. Ability to act in liberty with responsibility, assuming ethical examples, principles and values consistently.</p> <p>CT10. Ability to work on national and worldwide contexts.</p> <p>CT12. Knowledge about social and human behavior.</p> <p>CT13. Capacity for critical dialogue and cultural tolerance</p> <p>CT14. Knowledge about anthropological thinking and social Christians.</p> |
| <p>Specific competences</p> | <p>EC.2 Know the socioeconomic, technological, cultural and institutional environment both at the national level and international level within the framework of the globalization of markets for business decision making.</p> <p>CE5. Understand the importance about areas like corporate responsibility, diversity and commercial ethics when making decisions about marketing.</p> <p>CE7. Acquire the deontological criteria that allow to manage the marketing and / or commercial direction of the companies or organizations attending to the legitimate rights of the people and to the common good.</p> <p>EC.20. Knowing to understand and being able to convey the importance of the company and that this one is oriented to the market and to the relationship with the customer.</p> <p>EC.32. Be able to communicate in English in the fields of marketing and commercial communication.</p> |

Contents

THEORETICAL CONCEPTS

Theme 1. The character of people (and companies) is their destiny.

Theme 2. Ethics is not an option ... and less in marketing: ethical implications of the relationship between the company and its environment.

Theme 3. CSR and the contribution of the company in the leap from welfare to bienser.

Theme 4. Ethical requirements before the different pillars of marketing: risks by excess and default when establishing limits.

Theme 5. Teleology's and deontologist in marketing.

Theme 6. Challenges that consumerism formulates from the ethical and business point of view.

Theme 7. Specialties and ethical parallels to different marketing variants.

Theme 8. Ethics of consumption and ethical application of in dubot pro consummator.

CONTENTS OF PRACTICAL EDUCATION

After the theoretical approach to the different issues that make up the agenda, are engaged practices linked to the issue in question. These exercises, along with the corresponding case studies, will help to deepen the successive deontological challenges that integrate the subject.

Methodology

| METODOLOGÍA | HOURS | HOURS OF WORK CLASSROOM | HOURS OF WORK OUT OF CLASS |
|--|-------|-------------------------|----------------------------|
| Theoreticalsessions | 14 | 30 (40%) | |
| Practicalsessions | 14 | | |
| Exam | 1 | | |
| Groupor individual tutoring | 1 | | |
| Time to preparepracticalgroupexercises | 25 | | 45 (60%) |

| | | | |
|-----------------------|-----------|-----------|-----------|
| Homework and research | 8 | | |
| Self-studyhours | 12 | | |
| TOTAL | 75 | 30 | 45 |

Theoretical and practical sessions

Initial approach, by the teacher, to each of the topics. Different aspects will be submitted to the analysis and reflection of the students.

These questions will be combined with practical exercises and case studies (in group and / or individually).

Evaluation criteria

ORDINARY CALL

- 60% of the grade will correspond to a theoretical-practical examination.
- 40% of the note is derived from the practices carried out (evaluating formal aspects and background: spelling, writing, originality, oral and written presentation, and depth in the development of the subject) and work in class.
- It is necessary to pass the two parts to pass the subject.

EXTRAORDINARY CALL

- To be assessed by examination. And those students who had expressly suspended the practical part, in addition to the examination, will also have to present the corresponding practices (As was required in the ordinary call, it is necessary to overcome both parties).
- It will always be examined the last syllabus taught in the subject.

Materials required, references and tutoring

Besides specific bibliography that can be supplied with each theme:

THIROUX, J.P. & KRASEMANN, K.W.: "Business and media ethics", en J.P. Thiroux & K.W. Krasemann, *Ethics. Theory and practice*. Pearson Prentice Hall.

BROOKS, L.J.: *Business & professional ethics for directors, executives, and accountants*. Thomson South-Western.

CHRISTIANS, C.G.: *Media ethics: cases and moral reasoning*. Pearson.

LÓPEZ NICOLÁS, J. M.: *Vamos a comprar mentiras. Alimentos y cosméticos desmontados por la ciencia*. Calamo.

FEENSTRA, R. A.: *Ética de la publicidad: retos en la era digital*. Dykinson.

CORTINA, A.: *Para qué sirve realmente la ética*. Paidós.

CORTINA, A.: *Por una ética del consumo*. Taurus.

SAVATER, F.: *Voltaire contra los fanáticos*. Ariel.

ARROYO, L. & YUS, M.: *Los cien errores de la comunicación de las organizaciones. Ideas, casos y consejos para la excelencia en las relaciones públicas*. ESIC.

AZNAR GÓMEZ, H.: *Comunicación responsable: deontología y autorregulación de los medios*. Ariel.

HEATH, J. & POTTER, A.: *Rebelarse vende. El negocio de la contracultura*. Taurus.

VERDÚ, V.: "Ética y cosmética", en V. Verdú, *El estilo del mundo. La vida en el capitalismo de ficción* (pp. 232-241). Anagrama.

VERDÚ, V.: "El placer del consumo, la energía del placer", en V. Verdú, *Yo y tú, objetos de lujo. El personismo: la primera revolución cultural del siglo XXI* (pp. 91-139). Debate.

WERNER, K. & WEISS, H.: *El libro negro de las marcas. El lado oscuro de las empresas globales*. Debate.

KLEIN, N. (2001): *No logo: el poder de las marcas*. Paidós.

CHEVALIER, M. & MAZZALOVO, G.: *Pro logo. Por qué las marcas son buenas para usted*. Belaqva.

Professor resumee

Extraordinary Prize of Doctorate and Extraordinary Prize of Degree.

Accredited by the ACSUCYL (Agency for the Quality of the University System of Castilla y León) as Professor of Private University and Professor Contracted Doctor.

Author of more than 40 academic publications (among books, chapters and articles in scientific journals); and more than 150 articles in the media, linked to their areas of study. He also has some incursion into fictional narrative.

He has twenty years of teaching experience (in a degree, postgraduate and University of Experience), with multiple conferences in his fields of specialization. He has been a speaker and co-director in congresses and scientific forums, and has also coordinated and co-directed university master's degrees.

From his first years of bachelor's degree he decided to combine his training with professional practice in different media, performing writing, presentation and management. Today it maintains the link with the media through specific collaborations, and in its facet of articulist.

For more information, www.oscarsanchezalonso.com. And among his main lines of investigation, it is possible to enumerate:

- ethical / deontological limits faced by the communication and marketing;
- persuasive discourse in the political sphere and in the market of goods and services;
- customer service vs. attention to the citizen: after-sales service of the policy;
- political communication that enriches or impairs democracies;
- advertising and information in the face of gender-based violence.