COURSE CODE: M5276107
COURSE NAME: Marketing & Society

Brief Description

This course is designed to provide students with an understanding of the core principles of Marketing from a societal standpoint. It presents topics such as branding, customer behaviour, market research, product/service management, relationship marketing and promotion, with a special emphasis on how such marketing actions may have an impact on society. Interactive cases and examples are utilized to develop critical-thinking and problem-solving abilities.

Content

This course is divided along five broad themes. The first part covers the history of marketing theories and practices. The second interrogates the ideological function of marketing discourses. The third part discusses market research, consumer rights and how consumers organize to resist market forces. The fourth part deals with identity politics and how marketing practices influence the production of social identities. Finally, the fifth part elaborates on the ethics of b2b marketing and globalized marking.

Faculty

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Available by appointment only

Evaluative Criteria for Successful Completion

Three criteria will be evaluated during the course:
- Class Participation 15%
- Group Assignment 35%
- Final Exam 50%

Textbooks


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Course Format

Many different teaching approaches will be used to provide the class with multiple ways to learn the course material. We will strive for class sessions that are lively, engaging, fun, creative and informative. The class will be organized around 2 key moments:

a. “Formal” Lecture: 13h45 to 15h45 & 17h00 to 19h00

The key concepts of the week’s theme will be presented through this traditional teaching method. Although “formal”, these lectures will combine discussions, case studies, debates and in-class assignments. In particular, each session will be organized around one or two key case studies which will serve as “real life” illustrations of the session’s themes (see p4-6). Students will be expected to have carefully read the cases and must be prepared to discuss how they relate to the week’s topic, illuminating both strategic points and critical commentary.

To ensure this, students must individually prepare each week a written assignment in which they answer the questions associated with the case (see column Individual Assignment Questions).

- All assignments should be submitted before 13h30 on the day of the relevant class.
- The submission should be done via the appropriate links on MyCourse, NOT via email.
- Each individual assignment file should be named as follows: [session number][first name and last name of student]. For example, the file of Karen Smith’s assignment on session 5 (i.e. Consumer Rights & Resistances) should be named 5KarenSmith.
- All assignments must contain on the first page the name of the student.

This assignment will not be graded (what will be graded is the student’s overall contribution to the class discussion). However, failure to submit an assignment (OR submission of an assignment of poor quality) will significantly impact the student’s class participation grade. A first “failure” will incur a 10-point penalty on the class participation grade; a second failure will reduce the class participation grade to 0.

b. Group Assignments: 16h00 to 16h45 & 19h15 to 20h00

At the end of sessions 3, 4, 5 & 6 a group of 4/5 students will be required to give a presentation on a specific theme (i.e. 3a CSR; 3b Big data; 4a Sharing Economy; 4b Nudges; 5a. Political Marketing; 5b Ad Stereotypes; 6a. Fast Fashion; 6b Bottom of the Pyramid). Each group should give a formal 15 to 20 minute presentation.

- Presentations support (e.g. ppt., video) should be submitted before 13h30 on the day of the presentation.
- This submission should be done via email (guillaume.johnson@dauphine.fr), NOT MyCourse.

The presentation should include an overall introduction of the theme (e.g. emergence, development, definitions), a discussion of the conflicting views surrounding the proposed problematic (see the last column of the Course Programme), and a specific case study (i.e. applied example) related to the theme. Each presentation will be followed by a 20-minute class discussion.
Evaluations

a. **Class Participation (15% of the final mark)**

Each student is expected to make appropriate contributions to the class discussions. To do so, the students must read the prescribed readings and prepare the individual written assignment. The class participation mark will be awarded on the basis of attendance, the quality of contributions and questioning, and the interest in the subject matter.

b. **Group Assignment (35% of the final mark)**

The evaluation of the group assignment will be based on the quality of the presentation as well as on the understanding of the theme dynamics.

c. **Exam (50% of the final mark)**

The final 2 hour assessment will consist of a comprehensive case study designed to test your ability to apply Marketing & Society debates and tools in a real life situation.

**Weekly Readings and Assignments**

It is essential that the prescribed readings listed below are prepared before each class. This will ensure more productive class discussions.

**FEBRUARY 27**

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b. Do marketers “need” to understand consumer need(s)? Justify your answer.  
c. What are the promises of Milk? Do people need to drink milk? Justify your answer.  
d. Does marketing create need? Justify your answer.  
e. Critically discuss the sentence: “Politics are certainly at play here”? |
b. How do drug companies justify their high profit margins?  
c. Describe the different marketing strategies implemented by the drug companies?  
d. Is it a problem that drug companies spend more on marketing vs. R&D? Justify your answer. |
## Topics

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b. Describe each step of the market research process.  
c. What are the key limitations of market research (especially focus groups)?  
d. Critically discuss the research alternatives presented in the article. |
| Murphy, Kate (2016), The Ad Blocking Wars, *The New York Times*, 20 February 2016, Available at: http://nyti.ms/1oSvYjE | a. What are the ad blocking wars?  
b. What is the dilemma for each party/faction involved in these wars?  
c. What are the different solutions for ending the wars? |
b. Why did Jeffries’ comments trigger such a large response?  
c. Critically discuss the value of the #Fitchthehomeless campaign. Could Greg Karber have done something different/better?  
a. What changes, if any, should A&F make? |
### Consumer Society & the Production of Identity


- **Case Study**
- **Individual Assignment Questions**
  a. What are Frequent Flyer Programs? Why do airlines implement such programs?
  b. What is the GS-MAD? How does the author explain this phenomenon?
  c. Are there broader societal implications to frequent-flier programs (and GS-MAD)? Justify your answer.
  d. What are the different solutions for ending such a “madness”?


- **Case Study**
- **Individual Assignment Questions**
  a. What is Cultural Appropriation?
  c. What could have Valentino done differently?

### The Ethics of Globalization


- **Case Study**
- **Individual Assignment Questions**
  a. Describe the reasons for the globalization of marketing.
  b. Describe the considerations that a company needs to take before going global.
  c. Present the conflicting political views surrounding the globalization of marketing and its effects.
  d. Critically discuss the strategy implemented by Apple.
  e. How should have Apple responded to this controversy?