

Is Ethical Behaviour Essential in Marketing? Why or Why not?

Department of Commerce
School of Business Management and Legal Studies
University of Kerala

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Overview

Ethical, moral and truthful behaviour is the *raison d'être* of a civilized society. This applies equally to human and corporate behaviour. A deviation from ethical behaviour in business functions, as was seen in the Satyam and Volkswagen cases recently in India and US respectively, would invite unintended consequences to societies and individuals alike, leading to loss, distrust, disease, unemployment, etc. and the unhappiness emanating from these misfortunes.

Ethical behaviour is necessary in all business disciplines. This course is intended to develop an appreciation and understanding of the practice of business ethics in general and marketing ethics in particular. Marketing ethics simply scrutinises the rights and wrongs of developing and disseminating marketing activities.

Most of modern business ethical perspectives are rooted in utilitarian theory. Utilitarianism principles fundamentally propagate pleasure seeking and pain avoidance behaviour. There are two types of utilitarianism presented in the scholarly literature, *preference and hedonic*. Preference utilitarianism holds that one's preferences should generally respect preferences of other affected parties as well. Hedonic utilitarianism generally serves the self-interest of pleasure seeking and pain avoidance.

Business or marketing ethical behaviour is generally perceived as behaviour and acts that optimizes the happiness and minimizes pain, while considering the preferences of affected parties. Should ethical behaviour be achieved at the expense of profits and shareholder value of a company? Is an integrated approach possible? This course seeks to answer these questions.

Objectives

The following are the course learning outcomes

1. **Critically evaluate** the ethical value approach in marketing
2. **Apply** marketing/management theories and models in developing ethical value in marketing
3. **Assess** the role of ethics and social responsibility in value creation, communication and dissemination process in Marketing.
4. **Analyze** new trends and directions in marketing ethics

Modules	<p>Day 1 Dec 13, 2016 Tuesday 10am to 1pm What is Marketing ethics? Theoretical Foundation of Marketing Ethics</p> <p>Day 2 Dec 14, 2016 Wednesday 10am to 1pm Developing a Marketing ethics approach in relation to creation of customer value and shareholder value</p> <p>Day 3 Dec 15, 2016 Thursday 10am to 1pm New trends and directions in marketing ethics</p> <p>Day 4 Dec 16, 2016 Friday 10am to 1pm Cases and Workshop</p> <p>Day 5 Dec 17, 2016 Saturday 10am to 1pm Cases and Workshop - Continued</p>
Who Should Attend?	<ul style="list-style-type: none">▪ If you are a business/commerce/management student/research scholar▪ If you are a marketing/business professional▪ If you are an entrepreneur <p>Number of participants for the course will be limited to 50.</p>
Fee	<p>The participation fee for taking the course is as follows:</p> <p>Students and Research Scholars : ₹ 1,500</p> <p>Others : ₹ 5,000</p>

The Faculty



Dr. Sumesh Nair is a faculty at Murdoch University, Singapore campus. Dr. Nair has been teaching marketing and business courses in undergraduate and postgraduate programmes in International Universities for the past 20 years in five different countries, viz, Singapore, Australia, Malaysia, Finland, and India. His primary research interest is in the areas of environmental marketing, ethical marketing, and sustainability.

The Coordinator



Dr.C.Ganesh, Professor with over 33 years postgraduate teaching experience has been with the Department of Commerce since January 1988. He has successfully guided the doctoral research of several scholars both in Commerce and Management Studies and has published a large number of research papers in India and abroad. He has developed a model on environmental marketing system jointly with Dr.Sumesh Nair which has been published in *Business Strategy and the Environment*, a journal published from UK. This paper published in 2008 has received 43 citations so far. He has also chaired technical sessions in international conferences organized by the Indian Institute of Management, Lucknow at Noida and by Griffith University at Gold Coast, Australia. His research interests include Finance and Marketing.

For further details, please contact:

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