

### **B324 Marketing in Society**

This course addresses the emergent area of Social Marketing and two interrelated areas of Corporate Social Responsibility and Marketing Ethics. The course examines the impact of established marketing techniques and practices on the promotion of social well being and behavioural change. It identifies key ethical issues involved in marketing decision making and responsibilities of organisations to their stakeholders including the wider society. Elements of marketing management, for example, communications, research and planning are examined within this wider framework and at both a domestic and international level. The course includes a number of resource texts, website, tutorials and computer conferencing.