

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE  
(AUTONOMOUS)**



**BOARD OF STUDIES: COMMERCE & MANAGEMENT**

**PROGRAMME: B.COM (MANAGEMENT STUDIES)**

**SEMESTER: IV**

**NOMENCLATURE OF THE COURSE: ETHICS IN MARKETING**

**NEP Vertical: SEC**

**Credit: 2**

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



<b>Program: Bachelor of Commerce (Management Studies)</b>		<b>Semester : III</b>			
<b>Course : ETHICS IN MARKETING</b> <b>Academic Year: 2025-2026</b> <b>Batch: 2024-2026</b>		<b>Code:</b>			
<b>Teaching Scheme</b>	<b>Evaluation Scheme</b>				
<b>Lectures</b>	<b>Practical</b>	<b>Tutorials</b>	<b>Credits</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
30	NA	NA	2	20 marks/40% of the total marks	30 marks/60% of the total marks

<b>Learning Objectives :</b>	<ul style="list-style-type: none"> <li><b>i.</b> To develop an understanding of the Principles of Ethical Marketing</li> <li><b>ii.</b> To give insight into the ethical dilemmas in Marketing Scenarios</li> <li><b>iii.</b> To learn how to develop strategies for Ethical Decision-Making in Marketing</li> </ul>
<b>Learning Outcomes :</b>	<ul style="list-style-type: none"> <li><b>i.</b> Learners will be able to identify and explain key ethical principles, such as honesty, transparency, fairness, and respect for consumer rights, and how they apply to marketing practices.</li> <li><b>ii.</b> Students will be able to evaluate real-world marketing scenarios and identify ethical challenges.</li> <li><b>iii.</b> Students will learn to apply ethical frameworks and decision-making models to formulate strategies that balance business objectives with social responsibility.</li> </ul>
<b>Pedagogy:</b>	Classroom Lectures, Interactive discussions, Case Studies, Business Simulations, Group Activity, Simulation Games

**Each lecture session would be of one hour duration (30 sessions).**

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
1	<p><b>Theoretical foundations of Ethics:</b></p> <p>The implications for Business and Marketing Ethics, Professional codes of conduct and individual decision-making, The 10 rules of ethical marketing</p> <p><b>Market Research and Ethics:</b> Privacy, independence and representation. The Internet revolution: permission marketing and data mining.</p> <p><b>Segmentation and Ethics:</b> Overview and issues. Targeting children and youth, The Children’s advertising standards; Fear in marketing</p>	Classroom Lectures, Case Study, Group Activity	15
2	<p><b>Ethics and products:</b> Green Marketing and the Environment. The case of socially undesirable products.</p> <p><b>Ethics and Pricing:</b> Discrimination and prestige pricing.</p> <p><b>Ethics and Distribution:</b> Supply Chain, competition, the case of child labour, sweat shops and ‘fakes’</p> <p><b>Ethics and Marketing Communications:</b> The use of sex and nudity in advertising. The use of Fear and threats in advertising.</p>	Classroom Lectures, Case Study, Group Activity, Simulation Games	15

### REFERENCE BOOKS

1. Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2005). *Business ethics: Ethical decision making and cases*. Dreamtech Press.
2. Dahl, S., & Eagle, L. (2015). *Marketing ethics & society*.
3. Kupelian, D. (2022). *The marketing of evil: How radicals, elitists, and pseudo-experts sell us corruption disguised as freedom*. Simon and Schuster.
4. Barnett, M. L. (2019). The business case for corporate social responsibility: A critique and an indirect path forward. *Business & Society*, 58(1), 167-190.

### ***Internal Continuous Assessment (ICA) Pattern***

Particulars	Marks
Presentation/Viva Voce	10
Assignment/Project	10
<b>Total</b>	<b>20</b>

### **Semester End Examinations (SEE)**

#### **Question Paper Pattern**

**Maximum Marks: 30**

**Duration: 1 Hour**

**All questions are compulsory.**

Question No.	Description	Total Marks
1	A. Full Length Theory Question <b>OR</b>	12
	B. Full Length Theory Question	
2	A. Full Length Theory Question <b>OR</b>	12
	B. Full Length Theory Question	
3	Short Notes (Any 2 out of 3) <b>OR</b> Case Study	6

Note: The Full-length theory questions of 12 marks each may be split up into two smaller questions carrying 6 marks each.