

**SUBJECT SYLLABUS
ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

COURSE NAME AND CODE: Marketing and Social Corporate Responsibility (1472601)
PROGRAM: Bachelor of International Marketing & Logistics Administration (BIMLA)
LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Marketing				
SUBJECT TYPE	Mandatory				
LANGUAGE	English				
SEMESTER	Programme	Semester			
	BIMLA	6			
NUMBER OF ACADEMIC CREDITS	3				
HOURS OF ACADEMIC WORK	144	CONTACT HOURS	48	HOURS OF INDEPENDENT/AUTONOMOUS WORK	96
LEARNING PREREQUISITES	<ul style="list-style-type: none"> • Marketing fundamentals 				
INTERNATIONAL COMPONENT	<ul style="list-style-type: none"> • National and international standards, policies, regulations and mores related to the professional field. • Vocabulary and technical language to communicate in different cultural contexts. • Research and/or projects with international and intercultural components. 				
SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality Education				
COURSE DETAILS					

COURSE DESCRIPTION	The course seeks that, students can clearly differentiate those companies that in their activities have social responsibility contemplated. In this course, students will form a global idea of the role of the company and the individual in society. Be clear about the most pressing problems, from the socio-economic, cultural and business organizational points of view of marketing in today's society with local and global contexts.					
KEY WORDS:	Social responsibility, Marketing ethics, Social marketing.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO 04 ILO 06 BIMLA ILO 07	Integrates knowledge, procedures, values and attitudes, essential for learning, job performance and vital development of individuals	Knowledge	Introduction to Marketing Ethics. Corporate social responsibility. Marketing and Finance.	Theoretical Class	Formative Assessment
		Conceptualizes, understands and interprets the reality of various issues of corporate social responsibility in relation to marketing programs and integrated marketing communications.	Skill		Discovery Based Learning	Formative Assessment Summative Assessment
		Develops a holistic approach in the analysis, evaluation, synthesis and proposal of individual and teamwork solutions to local and global social responsibility problems in market research	Skill		Discovery Based Learning	Formative Assessment Summative Assessment
	BIMLA ILO 08 BIMLA ILO 09	Develops social criticism about marketing. High prices.	Knowledge	Responsibility of the company in society: effects and consequences. CSR and the common good. CSR and intersectoral	Theoretical Class	Formative Assessment

<p>ILO 01 ILO 02</p>	<p>Deceptive practices. Aggressive sales. Low-quality or unsafe products.</p>		<p>dialogue. Forms of integration of the company in society. Areas of CSR in society. Dimensions that CSR opens up in society. The microcredit revolution: third chapter of the book "A world without poverty" by Muhammad Yunus. Towards a new society. Debate and conclusions. Creation of shared value. Marketing the shareholders 'vision, the long-term, and the shareholders' vision and value. Designing and delivering sociocultural transformations</p>		
<p>ILO 03 ILO 05 BIMLA ILO 07</p>	<p>Develops, from the application of sports marketing in different disciplines: challenges and defiances</p>	<p>Knowledge</p>	<p>Social Marketing. The fight for environmental sustainability, the three actors in environmental sustainability. The role of innovators, investors and propagators. Green marketing and its segments. CREDO of Marketing 3.0</p>	<p>Theoretical Class</p>	<p>Formative Assessment</p>
	<p>Evaluates and relates the fundamental components of marketing in the sports context.</p>	<p>Skill</p>		<p>Discovery Based Learning</p>	<p>Formative Assessment</p>
<p>ILO 01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts. ILO 02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations. ILO 03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge. ILO 04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions. ILO 05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations. ILO 06: Principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor). BIMLA ILO 07: Apply technical skills in marketing and logistics: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p>					

	<p>BIMLA ILO 08: Understanding marketing tendencies in value chains: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.</p> <p>BIMLA ILO09: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.</p>
<p>BIBLIOGRAPHY</p>	<p>BASIC:</p> <ul style="list-style-type: none"> • Abascal F. Marketing social y ética empresarial. Madrid: ESIC. 2005. • Pérez L. Marketing social: teoría y práctica. México: Pearson Educación de México. 2004. • Roa F. Ética del marketing. Madrid: Unión Editorial. 1999. <p>COMPLEMENTARY:</p> <ul style="list-style-type: none"> • Harvard business review, EBSCO PREMIER DATA BASE. Artículos últimos 10 años, en RSE. • Kotler P., Lee N. Social marketing: influencing behaviors for good. Cuarta Edición. Thousand Oaks, Calif: SAGE. 2011.