UNIVERSITY OF PENNSYLVANIA
THE WHARTON SCHOOL

The Social Impact of Marketing
Marketing 733, Spring 2011

COURSE SYLLABUS
(1/15/11)

Instructor: Dr. Wes Hutchinson   office: 746 Jon M. Huntsman Hall
                                                                              phone: (215) 898-6450
                                                                              email: jwhutch@wharton.upenn.edu

Office Hours: by appointment.

Meeting Times & Place: Tuesday/Thursday, 1:30 - 3:00pm, Room 345 JMHH

Prerequisite: MKTG 621 or permission of instructor.

Wiki-textbook: *The Social Impact of Marketing*
https://mediawiki.wharton.upenn.edu/socialimpact/SIM_wiki-textbook
(currently under construction).

Reading Materials: Most materials, including cases, articles, assignments and lecture slides, will be available for viewing and download via Study.Net or webcafe. Some materials will be handed out in class.

Course Description and Objectives:

   MKTG 733, (The Social Impact of Marketing, .5 cu) is a new mini-course being taught on an experimental basis. This course explores the ways in which the marketing actions of firms can have an impact on society (positive or negative). Of particular interest are the actions that are central to the main products and services delivered by the firm (e.g., the development of products and brands, pricing, advertising, and distribution). There is also a focus on how the consideration of social issues can be integrated into broader marketing strategies and how companies, pro-social organizations, and government agencies can develop joint strategies (e.g., cause-related marketing) and credible metrics and reporting practices for assessing social impact. The course proceeds in two phases. The first phase covers important background material, such as definitions of social impact, the aggregate marketing system and how it affects society, relationships to branding and marketing strategy, different approaches to measuring social impact, and how to conduct thorough social impact analyses of specific companies, products, and the marketing actions that support them. The second phase is a "drill down" into four problem areas: impact on the environment, impact on health and well-being (physical and mental), impact on culture (including innovation and creativity), and impact on poverty and economic development. In each area, we will identify marketing-related social issues and assess current knowledge and controversies surrounding those issues. In addition to lectures, cases, and guest speakers, students will conduct analyses of social impact and present their findings in class.

Grading:

Expected grade distributions are given below.

Component	Maximum Points	Expected Average	Expected Range
Participation/Assignments (individual)	200	180	160 - 200
Lecture & Reading Take-Home Test 1	100	90	80 - 100
Lecture & Reading Take-Home Test 2	100	90	80 - 100
Position Paper (individuals or teams)	200	180	160 - 200
Industry Report or Social/Cause Marketing Plan (teams)	400	360	320 - 400
TOTAL	1,000	900	750 - 1,000

Class Participation/Homework (Individual):

Class participation includes attendance, preparation, discussion during lectures and cases, and contributions to the *SIM* wiki-textbook (in the "Food For Thought" section or edits/commentary on entries other than the students own reports). For all forms of participation, quality is more important than quantity. High quality contributions to class discussions (1) are concise and to the point, (2) build on group analyses and insights, (3) reveal thought and preparation prior to class, and (4) challenge the views of others without being derogatory. Performance on any homework assignments that are made for lectures or cases is counted as class participation.

Lectures & Readings Take-Home Tests (individual):

The take-home exams cover the basic concepts presented in the lectures and associated readings. They are open-book, open-notes tests with objective and short essay questions that are done individually. The goal of the exam is to reveal to students any concepts or readings that were not adequately comprehended, and the open-book, open-note format allows students to fill in any such gaps in knowledge.

Position Papers (individuals or teams):

Students will be randomly assigned to position paper topics areas (i.e., environment, health, culture, or poverty). Students can swap assignments if the swap is mutually agreed upon in advance (and communicated to Professor Hutchinson via email). Each position paper should identify an area of social impact and make an assessment that impact is clearly negative, clearly positive, or mixed. The evidence supporting these conclusions should be summarized in a brief paper (2,500 - 3,000 words) and presented to the class using a few powerpoint slides (about 20 minutes). The slide deck should be posted in the appropriate Projects folder on webcafe before class on the day of the presentation. The paper should be posted in the *SIM* wiki-textbook. Impact analyses from previous years are also available in the *SIM* wiki-textbook. More detailed instructions will be distributed in class.

Suggested Position Paper Outline:

One simple format for the paper and presentation is to simply follow the 6-Step Method of analyzing social impact that was discussed in class. The 6 steps fall into 3 natural categories. However, if you think of a better way to organize either the presentation or the paper, you certainly can. Wilkie and Moore (1999) provides a comprehensive "checklist" of factors to consider. There are too many to discuss each one, so your first task is to identify the most important aspects for your particular product or marketing practice.

I.   Market Analysis
      A.   The Aggregate Marketing System
      B.   The Aggregate Social System

II.   Social Impact
      A.   Social Benefits
      B.   Social Costs
      C.   Net Social Impact

III.   Recommendations
      A.   Increasing Benefits
      B.   Decreasing Costs

Industry Report (teams):

Students should self-select into teams.

Industry Reports. An industry report should evaluate the major companies or brands in a specific market or industry and score each in terms of its social impact (using rankings or ratings; see Social Impact Scores.xls on webcafe). The paper (3,500 words or less) should describe the market (customers and competitors), the ranking/rating method adopted, information sources, and conclusions about current contributions to society, and recommendations for future improvement. As you write the report, remember that you must convince the reader that your scores are fair, accurate, and meaningful. Papers should be posted as an entry in the wiki-textbook in the appropriate section. A more detailed description of this assignment will be distributed in class.

Social/Cause Marketing Plan. Identify a social cause of mutual interest to the team. Identify all stakeholders relevant for the cause, and analyze the relevant marketing and social systems. Based on this analysis devise a social initiative or intervention designed to build awareness or change behavior. Decide whether the best sponsor of the initiative is a for-profit firm, a non-profit or governmental organization, or a partnership between the two. Write a marketing plan for the initiative. The paper (3,500 words or less) should describe the analyses, the plan, a rationale for why the plan will succeed, and what measures will demonstrate whether or not it has succeeded. A more detailed description of this assignment will be distributed in class.

Course Schedule:

([SN]–study.net; [WC]–webcafe; [H]-handout; [WWW]-public internet source)

Tuesday		Thursday	
		13-Jan	**Overview / Foundations - A Marketing Perspective on Social Impact**
		TOPIC:	Course description / Definitions of social impact; An action-based framework for understanding social impact; The economic perspective (incentive alignment); The psycho-social perspective (brand expansion)
		READINGS:	*Posada Amazonas* (case) [SN]; Elkington (2004) [WC]
			Optional: Buckley *JST* (2009) [WC]; Gossling et al. *EcoEcon* (2002) [WC]
18-Jan	**Foundations - Marketing and Social Systems and CSR Reporting**	**20-Jan**	**Foundations - Marketing Strategies**
TOPIC:	Roles and interactions among primary (or strategic) and secondary (or moral) stakeholders; A 6-step method for assessing the social impact of marketing actions	TOPIC:	Social and cause-related marketing; branding strategies; changing behavior (cheap talk, nudging, and persuading)
READINGS:	*Ben & Jerry's* (case) [SN]; *Wal-Mart* (case) [SN]; How to Read a CSR Report (2010) [WC]; Wilkie & Moore *JM* (1999)	READINGS:	*(Product) Red* (case) [SN]; Hoeffler, Bloom, & Keller *JPPM* (2010) [WC]
	Optional: Christakis & Fowler (2009) video lecture [WWW]; Mapping Stakeholder Landscapes (2009) [WC]		Optional: Hoeffler & Keller *JPPM* (2002) [WC]; Thaler & Sunstein (2009)
DUE:	Company comparisons (Posada Amazonas, Ben & Jerry's. Wal-Mart)		
25-Jan	**Foundations - Measuring Social Impact**	**27-Jan**	**Alcohol & Society**
TOPIC:	Omnibus measures (HDI, life satisfaction, QoL, QALYs, "footprints," etc.); Measurement methods (revealed preferences, contingent valuation)	GUEST:	Robert I. Kaplan
			Manager of Corporate Responsibility
			Brown-Forman Corporation
READINGS:	*Habitat for Humanity International* (case) [SN]; Carson et al. *ERE* (2001); Raghubir et al. *JPPM* (2010) [WC]; Diener & Seligman *PSPI* (2004) [WC]		*Brown-Forman Corporate Responsibility Report*
	Optional: Baron *PB* (1997 [WC]); Hagerty et al. *SIR* (2001) [WC]; Gold et al. *ARPH* (2002) [WC]; Hoekstra & Chapagain *WRM* (2007) [WC]; Furlong et al. *AM* (2001) [WC]; Hirth et al *MDM* (2000) [WC]		
		DUE:	Brown-Forman assignment

1-Feb	**The Environment**		**3-Feb**	**The Environment**
TOPIC:	Environmental resources, waste, and pollution; measuring environmental impact.		TOPIC:	Student Presentations
READINGS:	*Herman Miller* (case) [SN]; Hardin and Ostrom videos [WWW]; Hardin *Science* (1968) [WC]; Ostrom *Science* (2009) [WC]; Auld et al *ARER* (2009) [WC] [Optional: Gallagher *ARER* (2009); Kleindorfer et al ManSci (2005); Lebel & Lorek *ARER* (2009)]			
DUE:	Take-Home Test 1		DUE:	Position papers for Environment Teams
8-Feb	**Health and Well-Being** **Guest Speaker:** Flaura Winston, MD/PhD Scientific Director, Center for Injury Research and Prevention, The Children's Hospital of Philadelphia		**10-Feb**	**Health and Well-Being** Nutrition, fitness, safety, and disease; measuring health impact.
TOPIC:			TOPIC:	
READINGS:	Erkoboni et al. *Injury Prevention* (2010); Winston & Jacobsohn *Injury Prevention* (2010) Optional: Davis et al ARPH (2007); Myers & Patz ARER (2009)		READINGS:	*Disney Consumer Products* (case) [SN]
			DUE:	Position papers for Health, Well-Being, and Culture Teams
15-Feb	**Culture**		**17-Feb**	**Health, Well-Being, and Culture**
TOPIC:	Traditional cultures, cultural diversity, cultural innovation; measuring cultural impact.		TOPIC:	Student Presentations
READINGS:	Fashion Futures 2025 (2010)			
			DUE:	Position papers for Health, Well-Being, and Culture Teams
22-Feb	**Poverty & Economic Development**		**24-Feb**	**Poverty & Economic Development**
TOPIC:	Reducing exploitation, increasing BOP markets; fair trade; charitable giving & volunteerism.		TOPIC:	Presentations **Guest Speaker:** Michael L. Marchino, National Consulting Director for Development, CARE, Inc.
READINGS:	Prahalad *BOP* (2005); *Nestle Nescafe Partners' Blend* (case)		READINGS:	*CARE USA* (case)
			DUE:	Position papers for Poverty Teams
1-March	**Industry Reports**		**3-March**	**Reading Period**
TOPIC:	Presentations		TOPIC:	No class
DUE:	Take-Home Test 2		DUE:	Industry Report or Marketing Plan due by 6pm 3/5