



Curriculum - 2017  
BBA Hons (Marketing) Degree Program  
Faculty of Management and Finance  
University of Ruhuna

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## MKT 41513: Marketing Ethics

Level: 4000

Number of Credits : 03

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### Course Description

Marketing ethics discusses the ethical dimension of the marketing practice. This course explores the concepts and practical applications of marketing ethics and covers basic theories of ethics, ethical decision-making processes, issues and dilemmas and organizational control mechanisms to build ethical marketing practices.

### Intended Learning Outcomes

At the end of the course, the student will be able to;

- Understand the role and importance of ethical decision making in the marketing environment,
- Understand frameworks for ethical decision making,
- Evaluate the stakeholders related to the ethical dilemma,
- Make ethical decisions regarding marketing practices by incorporating various theoretical stances of ethics and values.

### Teaching/Learning Methods

Lectures, Group discussions, Workshops and Seminars

### Methods of Assessment

In-course Assessments : 30%  
End Semester Examination : 70%

### Course Contents

1. Ethics and business
2. Ethical principles in business
3. Ethics in the market place
4. Ethics and the natural environment
5. Firms' duties to consumers
6. Markets and consumer protection
7. Advertising ethics
8. Consumer privacy
9. International marketing ethics

### Recommended Readings

1. Velasquez, M.G. (2012) Business Ethics: Concepts and Cases, ,(7th Edition), Pearson
2. De George R.T.(2010) Business Ethics (7th Edition), Pearson