

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

MRKT 661

ETHICAL AND LEGAL ISSUES IN MARKETING

COURSE DESCRIPTION

This course examines traditional and modern ethical issues facing marketing managers. Students will analyze ethical situations found in marketing research, product liability, advertising, international marketing, competitive intelligence, socially controversial products, consumer privacy, and corporate social responsibility.

RATIONALE

The purpose of this course is to expose the student to a select group of legal and ethical issues faced by the marketing professional in today's business environment and to provide the student with the knowledge necessary to recognize potential legal and ethical problems in that environment. This course also endeavors to equip the student with the ability to critically analyze and address marketing legal and ethical issues in accordance with a Christian worldview.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Integrate biblical principles within the context of ethical and legal marketing.
- B. Analyze various legal and ethical concepts related to marketing management and communications.
- C. Assess the impact of law and governmental regulation on marketing.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

A. Textbook readings and lecture presentations

B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

C. Discussion Board Forums (2)

Discussion boards are collaborative learning experiences; therefore, the student will submit 1 thread and 2 replies per Discussion Board Forum. For each thread and each reply, the student must utilize at least 3 relevant, scholarly sources other than the textbooks/course materials; each source must be cited in current APA format.

Thread

The student is required to provide a thread of at least 1,000 words in response to the instructor's prompt. The thread must also be submitted through a SafeAssign link to check for plagiarism.

Replies

The student is then required to reply to 2 other classmates' threads, and each reply must be 450 words.

D. Professional Memo Analysis

The student will write a 1,000-word research-based paper in the form of a professional memo written to a manager that focuses on intellectual property protection. The paper must include at least 3 legal or scholarly sources in addition to the course textbooks. All sources must be cited in current APA format.

E. Professional Email Assignment

The student will write a 1,000-word research-based paper in the form of professional email correspondence that focuses on product liability. The paper must include at least 3 legal or scholarly sources in addition to the course textbooks. All sources must be cited in current APA format.

F. Policy Paper

The student will write a 1,000-word research-based paper in current APA format that focuses on consumer protection issues in social media. The paper must include at least 3 scholarly sources in addition to the course textbooks. All sources must be cited in current APA format.

G. Policy Presentation

The student will create a presentation based on the social media policy proposed in his/her Policy Paper. The presentation must contain at least 10 PowerPoint slides or similar graphics. The presentation must also include the 3 scholarly sources used in the Policy Paper as well as at least 3 more legal or scholarly sources (in addition to the course textbooks) for a total of at least 6 sources. All sources must be cited in current APA format.

H. APA Quiz

This quiz will cover the basic rules of citation in current APA format. The quiz will be open-book/open-notes, contain 10 multiple-choice questions, and have a 30-minute time limit.

I. Quizzes (3)

Each quiz will cover the Reading & Study material for the assigned modules/weeks. Each quiz will be open-book/open-notes, contain 25 multiple-choice and true/false questions, and have a 50-minute time limit.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums	
Thread (2 at 100 pts ea)	200
Replies (2 at 75 pts ea)	150
Professional Memo Analysis	100
Professional Email Assignment	100
Policy Paper	130
Policy Presentation	75
APA Quiz	20
Quizzes (3 at 75 pts ea)	225
Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 F = 0–759

C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

MRKT 661

Textbooks: APA, *Publication manual of the American Psychological Association* (current).
 Liberty University, *Ethical and Legal Issues in Marketing* (2014).
 Oswald, *The Law of Marketing* (2011).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Liberty University: ch. 3 Oswald: ch. 1 4 presentations	Course Requirements Checklist Class Introduction Graduate Level Business Program Assessment DB Forum 1 – Thread	10 0 0 100
2	APA: all Oswald: ch. 2 2 presentations	DB Forum 1 – Replies APA Quiz	75 20
3	Oswald: chs. 3, 6 2 presentations	Professional Memo Analysis	100
4	Liberty University: ch. 2 Oswald: ch. 7 2 presentations 1 website	DB Forum 2 – Thread	100
5	Oswald: ch. 9 2 presentations	DB Forum 2 – Replies Quiz 1	75 75
6	Liberty University: ch. 1 Oswald: ch. 10 2 presentations	Professional Email Assignment Quiz 2	100 75
7	Liberty University: chs. 4–5 Oswald: ch. 8 2 presentations	Policy Paper	130
8	Oswald: ch. 4 2 presentations	Policy Presentation Quiz 3	75 75
TOTAL			1010

DB = Discussion Board

NOTE: Module/Week one begins on **Monday** and ends at 11:59 p.m. (ET) on **Friday**.
 Modules/Weeks 2-8 begin on **Saturday** and end at 11:59 p.m. (ET) on **Friday**.