

Marketing, Society & Controversy
: An Online MBA Course from a Macromarketing Perspective

Unit I

1 A Marketing and Society: An Introduction to the Area

1a Karpatkin, Rhoda H. 1999 Toward a Fair and Just Marketplace for All Consumers: The Responsibilities of Marketing Professionals. *Journal of Public Policy & Marketing* 18 (Spring) 118-122.

1b Pappalardo, Janis K. 1999 The Role of Consumer Research and Consumer Advocacy in Defining and Promoting the Consumer Interest. *Journal of Public Policy & Marketing* 18 (Spring) 123-124.

1c Laczniaik, Gene R. 1999 Distributive Justice, Catholic Social Teaching, and the Moral Responsibility of Marketers. *Journal of Public Policy & Marketing* 18 (Spring) 125-129.

2 Wilkie, William and Elizabeth Moore 1999 Marketing's Contributions to Society. *Journal of Marketing* 63 (Special Issue) 198-218.

3 Seiders, Kathleen and Ross D. Petty 2004 Obesity and the Role of Food Marketing; A Policy Analysis of Issues and Remedies. *Journal of Public Policy & Marketing* 23 (Fall) 153-169.

1 B An Introduction to Macromarketing

4 Shultz, Clifford J. II, 2008 Macromarketing in Wilkie, W., G. Gundlach, & L. Goldberg-Bloch eds. *Explorations in Marketing and Society* American Marketing Association & South-Western Publishers, Cincinnati, Oh. (forthcoming)

5 Layton, Roger A. and Sanford Grossbart, 2006 Macromarketing: Past, Present and Possible Future. *Journal of Macromarketing* 26 (December) 193-208.

1 C Issue Number 1: Should Human Body Organs Be Bought and Sold?

6 Barnett, Andy H., Roger D. Blair and David L. Kaserman 1996 A Market for Organs. *Society* 33 (Sept-Oct) 8-17.

7 Kolnsberg, Heather R. 2003 An Economic Study: Should We Sell Human Organs? *International Journal of Social Economics* 30 (9/10) 1049-1069.

8 Delmonico, Thomas L and Nancy Scheper-Hughes 2003 Why We Should Not Pay for Human Organs. *Zygon: Journal of Religion & Science* 38 (September) 689-698.

9 Kishore, R.R. 2005 Human organs, scarcities and sale: morality revisited. *Journal of Medical Ethics* 31 362-365.

Assignments: Unit I

1 Internet Posting: What should be done about obesity and by whom?

2 “Critical Thinking”: Assessment of Article number 2 or number 5 above

3 Policy Paper: Now that you have read a sample of the literature, what action would you take as regards the supply side of the market for human body organs? What wouldn't you do or allow? And if the actions you recommend don't provide enough organs, then what?

Unit II

2 A Marketing Systems & Externalities

1 Mittelstaedt, John D., William E. Kilbourne and Robert A Mittelstaedt 2006 Macromarketing as Agorology: Macromarketing Theory and the Study of the Agora. *Journal of Macromarketing* 26 (December) 131-142.

2 Meade, William K. II and Robert W. Nason 1991 Toward a Unified Theory of Macromarketing: a Systems Theoretic Approach. *Journal of Macromarketing* 11 (Fall) 72-82.

3 Mundt, JoNel 1993 Externalities: Uncalculated Outcomes of Exchange, *Journal of Macromarketing* 13 (Fall) 46-53.

2B How Society Impacts Marketing

4 Christy, Ralph D. 1996 Markets or Government? Balancing Imperfect and Complementary Alternatives. *American Journal of Agricultural Economics* 78 (December) 1145-1157.

5 Shultz, Clifford J. II et. al. 2005 When Policies and Marketing Systems Explode: An Assessment of Food Marketing in the War-Ravaged Balkans and Implications for Recovery, Sustainable Peace, and Prosperity. *Journal of Public Policy and Marketing* 24 (Spring) 24-37.

6 Redmond, William H 2005 Intrusive Promotion as Market Failure: How Should Society Impact Marketing? *Journal of Macromarketing* 25 (June) 12-21.

7 Mittelstaedt, John D. 2002 A Framework for Understanding the Relationships Between Religions and Markets. *Journal of Macromarketing* 22 (June) 6-18.

2 C Issue Number 2 Advertising and Externalities

8a Pollay, Richard W. 1986 The Distorted Mirror: Reflections on the Unintended Consequences of Advertising. *Journal of Marketing* 50 (April) 18-34.

8b Holbrook, Morris B. 1987 Mirror, Mirror on the Wall, What's Unfair in the "Reflections on Advertising". *Journal of Marketing* 51 (July) 95-103.

8c Pollay, Richard W. 1987 On the Value of Reflections on the Values in the Distorted Mirror. *Journal of Marketing* 51 (July) 104-111.

Assignments: Unit II

1 Internet Posting: What action, if any and by whom, should be taken to deal with the problem of "intrusive promotion" discussed by Redmond?

2 "Critical Thinking": Assessment of Article number 1 or number 7 above.

3 Policy Paper: What action, if any and by whom, should be taken to reduce the negative externalities associated with advertising? What should be the role of government? OR would you argue that these externalities are just uncontrollable by-products more than outweighed by the benefits of advertising? In either case, defend your position.

Unit III

3 A The Politics of Marketing: Consumer Actions and Consumer Activism

1 Connolly, John and Deirdre Shaw 2006 Identifying fair trade in consumption choice. *Journal of Strategic Marketing* 14 (December) 353-364.

2 Hulm, Peter 2006 Fair Trade. *International Trade Forum* 2 15-19.

3 O'Rourke, Dara 2005 Market Movements: Nongovernmental Organization Strategies to Influence Global Production and Consumption. *The Journal of Industrial Ecology* 9 (Winter-Spring) 115-128.

4 Hollenbeck, Candice R. and George M. Zinkhan 2006 Consumer Activism on the Internet: The Role of Anti-Brand Communities. *Advances in Consumer Research* 32 479-484.

3 B Ethical Behavior--on both sides of the market

5 Rittenburg, Terri L. and Madhavan Parthasarathy 1997 Ethical Implications of Target Market Selection. *Journal of Macromarketing* 17 (Fall) 49-64.

6 Maignan, Isabelle, O.C. Ferrell and Linda Ferrell 2005 A stakeholder model for implementing social responsibility in marketing. *European Journal of Marketing* 39, 9/10 956-975.

7 Belk, Russell, Timothy Divinney and Diana Eckhardt, 2005 Consumer Ethics Across Cultures. *Consumption, Markets and Cultures* 8 (Sept) 275-289.

8 Hill, Ronald P 2002 Stalking the Poverty Consumer: A Retrospective Examination of Modern Ethical Dilemmas *Journal of Business Ethics* 37 (May 2002) 209-220.

3 C Issue Number 3: The Wal-Mart Effect

9a Fishman, Charles 2006 The Wal-Mart Effect and a Decent Society: Who Knew Shopping Was So Important? *Academy of Management Perspectives* 21 (August) 6-26.

9b Freeman, Edward R. 2006 The Wal-Mart Effect and Business, Ethics and Society. *Academy of Management Perspectives* 21 (August) 38-40.

9c Ghemawal, Pankaj 2006 Business, Society and the “Wal-Mart Effect”. *Academy of Management Perspectives* 21 (August) 41-43.

10 Hicks, Michael J. 2006 What is the local Wal-Mart effect? *Economic Development Journal* 5 (Summer) 23-31.

Assignments Unit III

1 Internet Posting: After having read about green consumption, ethical consumption, Fair Trade and voluntary simplicity, what have you concluded as to what it means to be an “ethical consumer”? Or in your opinion is this whole idea of the “ethical consumer” a lot of nonsense? Defend your position.

2 “Critical Thinking” Assessment of Article 1 or Article 5 above.

3 Policy Paper: What, if any thing, and by whom, should be done about Wal-Mart and its “Effect”? All things considered do you consider that effect more positive or negative? Defend your position.

Unit IV

4 A Marketing and Distributive Justice

1 Klein, Thomas A. 1987 Prophets and Profits: A Macromarketing Perspective on Economic Justice for All: Catholic Social Teaching and the U.S. Economy, *Journal of Macromarketing* 7 (Spring) 59-77.

2 Hill, Ronald Paul, Robert M. Peterson and Kamwalroop Kathy Danda 2001 Global Poverty and Distributive Justice: A Rawlsian Perspective. *Human Rights Quarterly* 23 (February) 171-187.

3a British Columbia Ministry of Management Services 2001 The Benefits and Costs of a Higher Minimum Wage. *Small Business Quarterly* (Second Quarter) 2-6.

3b Murray, Stuart 2007 Yes: People should make enough to get out of poverty. *Vancouver Sun* (March 27) A13.

3c Veldhuis, Niels and Sylvia LeRoy 2007 No: An increase hurts those it is meant to help *Vancouver Sun* (March 27) A13.

4 B Marketing and Quality of Life

4 Noll, Heinz-Herbert 2004 Social Indicators and Quality of Life Research: Background, Achievements and Current Trends in Nicolai Genov editor *Advances in Sociological Knowledge over a Half Century* (Wiesbaden: V.S. Verlag fur Socialwissenschaften) 151-177.

5 Talberth. John, Clifford Cobb and Noah Slattery 2007 The Genuine Progress Indicator 2006: *Executive Summary: Redefining Progress* (February) 1-7.

6 Ahuvia, Aaron and Douglas C. Friedman 1998 Income, Consumption and Subjective Well-Being: toward a Composite Macromarketing Model. *Journal of Macromarketing* 18 (Fall) 153-168.

4 C Issue Number 4: The Pricing of AIDS Drugs in Developing Nations

7 Kennedy, Charles R., Frederick H. deB Harris and Michael Lord, 2004 Integrating Public Policy and Public Affairs in a Pharmaceutical Marketing Program: The Aids Pandemic. *Journal of Public Policy & Marketing* 23 (Fall) 128-139.

8 Calfee, John E. and Roger Bate 2004 Pharmaceuticals and the Worldwide HIV Epidemic: Can a Stakeholder Model Work? *Journal of Public Policy & Marketing* 23 (Fall) 140-152.

9 Miles, Morgan P., Linda S. Munilla and Jeffrey G. Covin, 2002 The Constant Gardiner Effect Revisited: The Effect of Social Blackmail on the Marketing Concept, Innovation, and Entrepreneurship. *Journal of Business Ethics* 41 287-295.

Assignments Unit IV

1 What should be the relationship, if any, between the minimum wage and the Poverty Line? Are you in favor or opposed to automatically raising the minimum wage as the cost-of-living goes up? Defend your position.

2 “Critical Thinking”: Assessment of Article Number 1 or Number 2 above.

3 Policy Paper: If you had the final word on the matter, what guidelines would you establish for pricing AIDS drugs in Developing Countries? Be sure to indicate why you think the approach you have chosen is superior to the other policies discussed in the assigned readings.

Unit V

5 A Globalization

1 Witkowski, Terrence H. 2005 Antiglobal Challenges to Marketing in Developing Countries: Exploring the Ideological Divide *Journal of Public Policy & Marketing* 24 (Spring) 7-23.

2 Cavanagh, John et. al. 2002 Report Summary: A Better World is Possible: Alternatives to Economic Globalization. International Forum on Globalization (Spring) 1-23.

3 Trebilcock, Michael J 2005 Critiquing the Critics of Economic Globalization. *Journal of International Law and International Relations* 1 (December) 213-236.

4 Harrison, Ann and Margaret McMillan 2007 On the links between Globalization and Poverty. *Journal of Economic Inequality* 5 123-134.

5 B Marketing and Development

5 Klein, Thomas and Robert Nason 2001 Marketing and Development: Macromarketing Perspectives. In Paul Bloom and Gregory Gundlach editors *Handbook of Marketing and Society*, Thousand Oaks Ca. Sage Publications, 263-297.

6 Kilbourne, William E. 2004 Globalization and Development: An Expanded Macromarketing View. *Journal of Macromarketing* 24 (December) 122-135.

6 Bruton, Christopher E. 2004 Critical Issues for Developing Asia. *Journal of Macromarketing* 24 (December) 173-177.

7 Kotler, Philip, Ned Roberto and Tony Leisner, (2006) Alleviating Poverty: A Macro-Micro Marketing Perspective *Journal of Macromarketing* 25 (December) 233-239

5 C Issue Number 5: Trade, Aid & Development

9a Martens, Jens 2005 Report of the UM Millennium Project “Investing in Development” *FES Briefing Paper* (February) 1-8.

9b Editorial 2005 Why the Millenium Development Goals Won't Help Africa *eAfrica-The Electronic Journal of Governance and Innovation* (December) 1-2.

9c Prosterman, Roy 2005 The U.N.'s Empty Plan for Poverty. *Far Eastern Economic Review* 168 43-45.

9d Verweij, Marco and Dipak Gyawali 2006 Against More Aid: Why Development Assistance Should Not be Tripled. *Harvard International Review* 27 (Winter) 26-29.

10a Fisk, George 2004 Review of Joseph E. Stiglitz "Globalization and its Discontents" *Journal of Macromarketing* 24 (December) 187-188.

10b Book Note 2006 Review of Joseph E. Stiglitz and Andrew Charlton "Fair Trade for All: How Trade Can Promote Development". *Harvard Law Review* (119) 2251-2259.

Assignments

1 Internet Posting: Even the small sample of the literature you have read makes it clear that Globalization has negative as well as positive effects. What, if any thing and by whom, do you think should be done to alleviate these negative effects?

2 "Critical Thinking": Assessment of Article 5 or Article 6 above.

3 Policy Paper: In your opinion, what policies and practices should be adopted, and by whom, to improve the likelihood of the UN's Millenium Goals being reached? What shouldn't be done?

Unit VI

6 A The Role of Consumption

1 Zukin, Sharon and Jennifer Smith Maguire 2004 Consumers and Consumption. *Annual Review of Sociology* 30 173-197.

2 Jackson, Tim 2005 Live Better by Consuming Less: Is There a Dividend in Sustainable Consumption? *Journal of Industrial Ecology* 9 (1-2) 19-36.

3 Gur, Guliz and Russell W. Belk 1996 I'd Like to Buy the World a Coke: Consumptionscapes of the "Less Affluent World" *Journal of Consumer Policy* 19 (Sept) 271-302.

6 B Sustainability and Consumption

4 Kilbourne, William H., Pierre McDonagh and Andrea Prothero 1997 Sustainable Consumption and the Quality of Life: A Macromarketing Challenge to the Dominant Social Paradigm. *Journal of Macromarketing* 17 (Spring) 4-24.

5 Shultz, Clifford J. II and Morris B. Holbrook 1999 Marketing and the Tragedy of the Commons: A Synthesis, Commentary, and Analysis for Action. *Journal of Public Policy & Marketing* 18 (Fall) 218-229.

6 Amine, Lyn S. 2003 An integrated micro and macro-level discussion of global green issues “It isn’t easy being green”. *Journal of International Management* 9 (4) 373-393.

6 C Issue Number 6 Responding to the Sustainability Challenge

7 Peattie, Ken and Andrew Crane 2005 Green Marketing: legend, myth, farce or prophecy? *Qualitative Marketing Research* 8 (4) 357-370.

8 Bond, Stuart 2005 The global challenge of sustainable consumption *Consumer Policy Review* 15 (March-April) 38-44.

9a Martenson, Lars Fogh 2006 Sustainable Household Consumption in Europe? *Consumer Policy Review* 16 (July-August) 141-147.

9b Mayo, Ed and Anna Fiedler 2006 I will if you will. *Consumer Policy Review* 16 (July-August) 148-155.

9c Longhurst, Mike 2000 Mediating for Sustainable Consumption. *Consumer Policy Review* 16 (July-August) 131-136.

Assignments Unit VI

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1 Internet Posting: “More is better and still more is better still” is a statement that marketing managers would have unquestionably accepted fifty years ago. To what extent and in what ways does this statement still seem valid? What would be a more appropriate statement for today’s world?

2 “Critical Thinking”: Assessment of Article 3 or Article 4 above.

3 Policy Paper: If you were assigned the task of developing a program to reduce aggregate household consumption, what would you recommend? In preparing your response, make sure you discuss the relative role of consumers, industry and government.

