# **Schedule: Marketing, Responsibility and Ethics**

**Where:** Teaching takes place on site at *campus Ultuna* in Uppsala. Buses run regularly from Uppsala ([www.ul.se](http://www.ul.se)) and there are also pleasant and well-used cycle and footpaths. Most classrooms are located in *Ulls hus* (Ull's house), which is the same building as the information centre. However, some classrooms are in nearby buildings; VHC building (Veterinärmedicinskt center), MVM building (Mark Vatten Miljö) and Teaching building (Undervisningshuset).

For some lectures and seminars, we will use Zoom. Zoom is a digital tool where we meet online. For these occasions, it is important that you sit at a computer that has sound and a camera. Keep the camera on throughout the teaching session for more interactive teaching and better learning. The sound, however, must be switched off. You ‘unmute’ the sound only when you want to communicate with the teacher or the group (which we encourage you to do). To enter Zoom, please click on the link (Meeting URL) next to this, then enter the passcode.

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| Meeting URL: | <https://slu-se.zoom.us/j/65293093834> |
| Passcode: | 123123 |

**Student groups:** All group divisions are made after the start of the course, a week or so into the course. You will then find information about your groups in Canvas.

**When:** The course is given during period 1, which is ongoing 2022-08-29 to 2022-10-31. See the schedule below for details.

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| **Date Time** | | | **Place** | **Activity** | **Readings / instructions** |
| Week 35 | | | | | |
| *Mon* | *29 Aug* |  |  | *Program call for all new program students (see separate invitation)* |  |
| Tue | 30 Aug | 9:15-12:00 | Sal S,  Ulls hus | **Lecture (mandatory)**  Introduction (HA; PAL & HH\*) | Explore the canvas site for the course |
| Tue | 30 Aug |  |  | Individual preparation, Exercise 1 | See instructions for Exercise 1 in canvas |
| Wed | 31 Aug | 9:15-12:00 | Sal N,  Ulls hus | **Lecture**  Marketing and (un)sustainability (PAL)  Hand out of individual assignment 1 (MSc thesis projects) | Vargo and Lusch (2004)  Mont (2002)  Tukker (2015) |
| Wed | 31 Aug |  |  | Group work, Exercise 1 | Prepare presentation for seminar |
| Thu | 1 Sep | 13:15-16:00 | Dvalin,  VHC | **Seminar (mandatory)**  Exercise 1: MSc thesis projects (PAL)  Student led presentations |  |
| Fri | 2 Sep | 10:15-11:00 | Zoom | **Q&A FIKA** (PAL) |  |
| Week 36 | | | | | |
| Mon | 5 Sep | 9:15-12:00 | Zoom | **Workshop (mandatory)**  Exercise 2: Information literacy skills (Åsa Ode) | See instructions for Exercise 2 in canvas |
| Tue | 6 Sep | 17:00 | Canvas | Submit individual assignment as part of Exercise 1 (MSc thesis projects) |  |
| Mon-Tue | 5-6 Sep |  |  | Work with Exercise 2 (literacy assignment) |  |
| Wed | 7 Sep | 9:15-12:00 | Zoom | **Lecture**  Market research (Anna Edenbrandt) | Aprile et al. (2012)  Breidert et al. (2006)  Grunert et al. (2015) |
| Wed | 7 Sep | 13:15-16:00 | Sal S,  Ulls hus | **Lecture**  Consumption (PAL) | Pantzar and Shove (2010)  Oksana (2004) |
| Wed | 7 Sep | 17:00 | Canvas | Submit assignment as part of Exercise 2 (literacy assignment) |  |
| Fri | 9 Sep | 10:15-12:00 | Zoom | **Lecture/seminar (mandatory)**  Introduction to group project and project team formations (PAL) |  |
| Fri | 9 Sep | 13:15-16:00 | Zoom | **Workshop (mandatory)**  Academic writing (Jannie Teinler) | Bring something academic you have written e.g. your “Assignment 1”. |
| Week 37 | | | | | |
| Mon | 12 Sep | 13:15-16:00 | Sal S,  Ulls hus | **Lecture**  Theories of Ethics (HA) | Borglund et al. (2017)  García-Rosell & Moisander (2007) |
| Tue | 13 Sep | 13:15-16:00 | Framtiden,  MVM | **Lecture**  Branding and ethics (HA) | Gray & Balmer (1998)  Hatch & Schultz (2003)  Stuart (2018)  Additional/optional readings:  Kay (2006)  Yoganathan et al. (2018) |
| Wed | 14 Sep |  |  | Group work, Exercise 3 | See instructions for Exercise 3 in canvas |
| *Wed* | *14 Sep* |  |  | *Theme day: Sustainable student life (arrange by SLU for new students)* | *Please note that this is not part of the course, therefore more information will be provided through SLU’s student webpage (and not here).* |
| Thu | 15 Sep | 9:15-12:00 | Sal P,  Ulls hus | **Seminar group A (mandatory) \*\***  Exercise 3: Theories of Ethics (HA) |  |
| Thu | 15 Sep | 13:15-16:00 | Sal P,  Ulls hus | **Seminar group B (mandatory) \*\***  Exercise 3: Theories of Ethics (HA) |  |
| Fri | 16 Sep | 10:15-11:00 | Zoom | **Q & A FIKA** (HA) |  |
| Fri | 16 Sep | 17:00 | Canvas | Submit individual assignment as part of Exercise 3 (Theories of Ethics) |  |
| Week 38 | | | | | |
| Mon | 19 Sep | 13:15-16:00 | Dvalin,  VHC | **Lecture**  Corporate Social Responsibility (HH) | Nielsen &Thomsen (2009)  Castelló & Lozano (2011)  Yunis, Jamali & Hashim (2018) |
| Tue | 20 Sep | 13:15-16:00 | Sal S,  Ulls hus | **Lecture**  Gender in marketing (HH) | Fine & Rush (2018)  Tuncay Zayer & Coleman (2015) |
| Wed | 21 Sep |  |  | Preparations, Exercise 4 | See instructions in canvas |
| Thu | 22 Sep | 9:15-12:00 | Sal P,  Ulls hus | **Seminar, group A (mandatory) \*\***  Exercise 4: Corporate Social Responsibility (HH) | See instructions in canvas |
| Thu | 22 Sep | 13:15-16:00 | Sal P,  Ulls hus | **Seminar, group B (mandatory) \*\***  Exercise 4: Corporate Social Responsibility (HH) | See instructions in canvas |
| Fri | 23 Sep | 10:15-11:00 | Zoom | **Q&A FIKA** (HH) |  |
| Fri | 23 Sep | 17:00 | Canvas | Submit individual assignment as part of Exercise 4 (Corporate Social Responsibility) |  |
| Week 39 | | | | | |
| Mon | 26 Sep | 9:15-12:00 | Sal S,  Ulls hus | **Lecture - reserve**  Only if something needs to be moved |  |
| Mon | 26 Sep | 13:15-16:00 | Sal S,  Ulls hus | **Lecture**  Life Cycle Assessment (Pernilla Tidåker) | Cacurachi et al. (2019)  Tidåker et. al. (2021) |
| Mon | 26 Sep | 17:00 | Canvas | Submit project proposal |  |
| Tue | 27 Sep |  |  | Individual preparations, Exercise 5 | See instructions for Exercise 5 in canvas |
| Tue | 27 Sep | 9:15-12:00 | Framtiden,  MVM | **Lecture - reserve**  Only if something needs to be moved |  |
| Tue | 27 Sep | 13:15-16:00 | Sal S,  Ulls hus | **Guest lecture (mandatory)**  Anna Larsson, U&We |  |
| Wed | 28 Sep | 9:15-12:00 | Skara/  Alnarp,  Ulls hus | **Proposal seminar (mandatory) (HA, PAL) \*\*** |  |
| Thu | 29 Sep | 13:15-16:00 | Sal S,  Ulls hus | **Lecture - reserve**  Only if something needs to be moved |  |
| Fri | 30 Sep | 8:30-12:00 | Zoom | **Seminar (mandatory)**  Exercise 5: Sustainability reporting (HA) | Traxler et al. (2020)  Read the sustainability reports on canvas |
| Fri | 30 Sep | 13:15-16:00 | Alnarp,  Ulls hus | **Proposal seminar (mandatory) (HH) \*\*** |  |
| Week 40 | | | | | |
| Tue | 4 Oct | 9:15-10:00 | Zoom | Instructions for exam (HA) |  |
| Tue | 4 Oct | 10:15-12:00 | Zoom | Q&A in prep for Exam (PAL, HA) |  |
| Fri | 7 Oct | 8:00-11:00 | Preliminary Särimner,  VHC\*\*\* | **Exam** |  |
| Week 41 | | | | | |
| Tue | 11 Oct | 12:00 |  | *Submit “project progress report” for supervision* | *If needed, optional* |
| Wed | 12 Oct | 13:15-16:00 | Zoom | *Supervision, group (HA) \*\** | *If needed, optional* |
| Thu | 13 Oct | 13:15-16:00 | Zoom | *Supervision, group (PAL, HH) \*\** | *If needed, optional* |
| Week 42 | | | | | |
| Thu | 20 Oct | 17:00 | Canvas | Submit project report (for next week’s seminar) | See instructions in canvas |
| Week 43 | | | | | |
| Tue | 25 Oct | 9:15-12:00  (PAL 9-11,  HA 10-12, HH 10-12) | Sal R  Sal T  (Ulls hus) | **Seminar (mandatory) \*\***  Project presentations  Class divided in groups, see separate schedule! | See instructions in canvas |
| Tue | 25 Oct | 13:15-15:00 | Sal S,  Ulls hus | **Seminar (mandatory) \*\***  Wrapping up, learning points |  |
| Fri | 28 Oct | 17:00 | Canvas | Submit final project report  Deadline for residual assignments |  |
| Week 47 | | | | | |
| Wed | 23 Nov | 13:00-16:00 | Preliminary Tentamenssal 2,  Undervisnings-huset\*\*\* | **Re-exam** |  |

\* HA = Hanna Astner; PAL = Per-Anders Langendahl; HH = Hina Hashim

\*\* For seminars marked with (\*\*), the class may be divided into groups. A more detailed schedule is given a week or so into the course.

\*\*\* Please note: Exam locations may be adjusted up to five days before the exam.