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

**A warm welcome to the course!** We are delighted to have you on board. To help you get started as a new student, we would like to share a link where you can find important information. Please take a moment to explore it and feel well-prepared for beginning your study program here at SLU. We look forward to meeting you and embarking on this enriching journey together! <https://student.slu.se/en/studies/new-student/>

**Teaching venue**: Teaching primarily takes place at the Ultuna campus in Uppsala. Conveniently, there are regular bus services from Uppsala ([www.ul.se](http://www.ul.se)), and the campus is also well-connected with pleasant cycling and walking paths. Most of the classrooms are situated in Ulls hus (Ull's building), which is also home to the information center. Additionally, you can find other classrooms in nearby buildings such as ‘Biocentrum’ and ‘Undervisningshuset’ (Teaching building).

**Online sessions**: Occasionally, certain lectures/seminars will be conducted using Zoom, a digital tool for online meetings. For these instances, it is crucial that you have a computer with both sound and a camera. It is recommended to keep your camera turned on throughout the session to foster interactive teaching and enhance the learning experience. However, please ensure that your microphone is muted, except when you need to speak. Feel free to unmute yourself when you want to communicate with the teacher or the group, as active participation is encouraged. To join a Zoom meeting, please click on the provided link (Meeting URL) and enter the corresponding passcode. This link is used for the vast majority of Zoom meetings during the course. However, an exception is made for Seminar 5 with Arne Fagerström (link in the schedule below).

Meeting URL: <https://slu-se.zoom.us/j/69750696378>

Passcode: 123123

**Student groups**: You and your fellow students will be organized into groups, with one group dedicated to the exercises and another group assigned for the project. Information regarding your designated groups will be communicated via Canvas.

**Course Schedule**: The course will be conducted during period 1, which spans from August 28, 2023, to October 30, 2023. Please refer to the schedule below for specific details.

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| **Date Time** | | | **Place** | **Activity** | **Readings / instructions** |
| Week 35 | | | | | |
| *Aug 28* | *Mon* |  |  | *Program call for all new program students (see separate invitation)* |  |
| Aug 29 | Tue | 9:15-12:00 | Room T, Ull’s building | **Lecture (mandatory)**  Introduction (HA & HH\*) | Explore the canvas site |
|  | Tue | 13-16 |  | Time for individual preparation, Exercise 1 | See instructions in canvas |
| Aug 30 | Wed | 9:15-12:00 | Room X, Ull’s building | **Lecture**  Marketing and (un)sustainability (PAL)  Hand out of individual assignment 1 | Vargo and Lusch (2004)  Mont (2002)  Tukker (2015) |
|  | Wed | 13-16 |  | Time for individual preparation, Exercise 1 | See instructions in canvas |
| Aug 31 | Thu | 13:15-16:00 | Room A241, Biocentrum | **Seminar (mandatory)**  Exercise 1: MSc thesis projects (PAL) | See instructions in canvas |
| Sep 1 | Fri | 10:15-11:00 | Zoom | **Q&A FIKA** (PAL) |  |
|  | Fri | 17:00 | Canvas | Submit individual assignment as part of Exercise 1 (MSc thesis projects) |  |
| Week 36 | | | | | |
| Sep 4 | Mon | 9:15-12:00 | Zoom | **Workshop (mandatory)**  Exercise 2: Information literacy skills (Åsa Ode) |  |
| Sep 4-6 | MonTueWed |  |  | Time to work on Exercise 2 (literacy assignment) | See instructions in canvas |
| Sep 6 | Wed | 9:15-12:00 | Room T, Ull’s building | **Lecture**  Consumption (PAL) | Pantzar and Shove (2010)  Oksana (2004) |
|  | Wed | 17:00 | Canvas | Submit assignment as part of Exercise 2 (literacy assignment) |  |
| Sep 7 | Thu | 9:15-12:00 | Zoom | **Lecture**  Market research (Anna Edenbrandt) | Examples of quantitative market research studies (Focus on main concepts and data types in the statistical sections instead of reading them in detail):   * Thøgersen and Alfinito, 2020 * Nikolova and Inman, 2015   Additional/optional readings:  Breidert et al., 2006 |
| Sep 8 | Fri | 9:15-12:00 | Room A241, Biocentrum | **Lecture/seminar (mandatory)**  Introduction to group project and project team formations (PAL) |  |
|  | Fri | 13:15-16:00 | Zoom | **Workshop (mandatory)**  Exercise 2: Academic writing (Maria Wiklund) | Bring something academic you have written e.g. your “Assignment 1”. |
| Week 37 | | | | | |
| Sep 11 | Mon | 13:15-16:00 | Room X, Ull’s building | **Lecture**  Theories of Ethics (HA) | Borglund et al. (2017)  García-Rosell & Moisander (2007) |
| Sep 12 | Tue | 9-12 |  | Time for group work, Exercise 3 | See instructions in canvas |
|  | Tue | 13:15-16:00 | Room T, Ull’s building | **Lecture**  Branding and ethics (HA) | Gray & Balmer (1998)  Hatch & Schultz (2003)  Stuart (2018)  Additional/optional readings:  Kay (2006)  Yoganathan et al. (2018) |
| Sep 13 | Wed | 9-16 |  | Time for group work, Exercise 3 | See instructions in canvas |
| Sep 14 | Thu | 9:15-12:00 | Room A241, Biocentrum | **Seminar (mandatory)**  Exercise 3: Theories of Ethics (HA) | See instructions in canvas |
| Sep 15 | Fri | 10:15-11:00 | Zoom | **Q & A FIKA** (HA) |  |
|  | Fri | 17:00 | Canvas | Submit individual assignment as part of Exercise 3 (Theories of Ethics) |  |
| Week 38 | | | | | |
| Sep 18 | Mon | 9:15-12:00 | Alnarp (A305), Ull’s building | **Lecture**  Corporate Social Responsibility (HH) | Nielsen &Thomsen (2009)  Castelló & Lozano (2011)  Yunis, Jamali & Hashim (2018) |
| Sep 19 | Tue | 13:15-16:00 | Room T, Ull’s building | **Lecture**  Gender in marketing (HH) | Fine & Rush (2018)  Tuncay Zayer & Coleman (2015) |
| Sep 20 | Wed | 9-16 |  | Time to prepare for Exercise 4 | See instructions in canvas |
| Sep 21 | Thu | 13:15-16:00 | Ratatosk, VHC | **Seminar (mandatory)**  Exercise 4: Corporate Social Responsibility (HH) | See instructions in canvas |
| Sep 22 | Fri | 10:15-11:00 | Zoom | **Q&A FIKA** (HH) |  |
|  | Fri | 17:00 | Canvas | Submit individual assignment as part of Exercise 4 (Corporate Social Resp.) |  |
| Week 39 | | | | | |
| Sep 25 | Mon | 13:15-16:00 | Sal O1, Teaching building | **Lecture**  Life Cycle Assessment (Pernilla Tidåker) | Cacurachi et al. (2019)  Tidåker et. al. (2021) |
|  | Mon | 17:00 | Canvas | Submit project proposal |  |
| Sep 26 | Tue |  |  | Time to prepare for Exercise 5 | See instructions in canvas |
| Sep 27 | Wed | 10:15-12:00 | Room T, Ull’s building | **Guest lecture (mandatory)**  Sustainable Business Practices – experiences from a sustainability consultant (Anna Larsson, U&We) | https://www.uandwe.se/en/ |
| Sep 28 | Thu | 9:15-12:00 | Room A241, Biocentrum | **Proposal seminar (mandatory) (PAL, HH) \*\*** | See instructions in canvas |
| Sep 29 | Fri | 9:15-12:00 | Zoom:  <https://hig-se.zoom.us/j/9907185089> | **Seminar (mandatory)**  Exercise 5: Sustainability reporting (Arne Fagerström) | Fagerström et al. (2017)  See instructions in canvas.  Deadline for submission of assignment will be announced later on.  Please note that Arne uses a different zoom than the usual one. |
|  | Fri | 13:15-16:00 | Room Umeå (A303), Ulls building | **Proposal seminar (mandatory) (HA) \*\*** |  |
| Week 40 | | | | | |
| Oct 3 | Tue | 9:15-10:00 | Zoom | Instructions for exam (HA) |  |
|  | Tue | 10:15-12:00 | Zoom | Q&A in prep for Exam (PAL, HH, HA) |  |
| Oct 6 | Fri | 8:00-12:00 | Ultuna Campus \*\*\* | **Exam** |  |
| Week 41 | | | | | |
| Oct 10 | Tue | 12:00 |  | *Submit “project progress report” for supervision (email to supervisor)* | *If needed, optional* |
| Oct 11 | Wed | 10:00-12:00 | Zoom | *Supervision, group (HA) \*\** | *If needed, optional* |
| Oct 12 | Thu | 13:15-16:00 | Zoom | *Supervision, group (PAL, HH) \*\** | *If needed, optional* |
| Week 42 | | | | | |
| Oct 19 | Thu | 17:00 | Canvas | Submit project report (for next week’s seminar) | See instructions in canvas |
| Week 43 | | | | | |
| Oct 24 | Tue | 9:15-11:30 | Room U and Z, Ull’s building (booked 9-12) | **Seminar (mandatory) \*\***  Project presentations  Class might be divided into two groups. In that case, see separate schedule. | See instructions in canvas |
|  | Tue | 12:30-15:00 | Room T, Ull’s building (booked 13-15) | **Seminar (mandatory)**  Project presentation  Wrapping up, learning points |  |
| Oct 27 | Fri | 17:00 | Canvas | Submit final project report  Deadline for residual assignments |  |
| Week 47 | | | | | |
| Nov 22 | Wed | 13:00-17:00 | Ultuna Campus \*\*\* | **Re-exam** |  |

\* Abbreviations for teachers: 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 will be announced in Ladok and the location may be adjusted in Ladok up to three days before the exam.