

MORAVIAN COLLEGE

IDIS 299

Moral Marketing: Serving the World's Poor

Fall, 2007
PPHAC 102
M/W 2:20 – 3:30 p.m.

Dr. Gary Kaskowitz
205a Comenius Hall
GKaskowitz@moravian.edu
610-861-1406

Office Hrs: M/W 1:00 – 2:00 p.m.
Tu/Th 10:30 – 11:30 a.m.
Others by appointment

COURSE DESCRIPTION:

The Hebrew word "Tzedek" is typically translated as "justice" or "righteousness." It is the basis for tzedakah, which in Jewish law is the obligation to help someone who is less fortunate than oneself because it is the "right" thing to do. This notion is a foundation of Jewish life and is often interpreted as a requirement to seek social justice, i.e., the recognition of an injustice and the commitment to work to rectify that injustice through action, service, and education within the community and beyond. The idea of our responsibility to one another through tzedakah (doing the right thing) can be compared to the idea of charity that implies that your heart motivates you to go beyond the call of duty (i.e., helping out of "love.").

This course will focus on how the ideas of tzedek and charity apply to global marketing. We will examine these ideas as they apply to the world's poorest people (those living on less than \$2/day). The poorest people in the world are often ignored by multi-national corporations (MNCs) and never receive the benefit of products and services that can enhance their lives. Tzedakah would suggest that we have a moral obligation to help these poorest people by not only providing them with goods and services but helping them to become more self-sufficient through the establishment of markets. Charity would suggest that we help others out of love, often implying different motives and expectations for providing assistance.

This course will examine issues of the morality of marketing to the poorest people in emerging nations. We will discuss different religious (Jewish and Christian) perspectives as well as different ethical perspectives (e.g., Western ethics vs. others). We will discuss different ways of creating and distributing products in these emerging nations according to these different ethical and moral perspectives. Lastly, we will discuss the needs of the poor in emerging nations and show how these needs can be addressed in moral and ethical manners.

COURSE OBJECTIVES:

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

1. Discuss social justice from traditional Christian, Jewish, and American secular perspectives.
2. Articulate different religious perspectives on charity.
3. Distinguish between "love" and "justice" as applied to assisting developing countries.
4. Understand levels of tzedakah and how they apply to developing countries.
5. Understand views of traditional Western Multi-National Corporations (MNCs) and how these organizations can serve both developing nations and their own interests.
6. Discuss approaches and strategies for marketing to developing countries.
7. Discuss the impact of marketing on developing economies and how this relates to social justice.
8. Understand and discuss the ethics and morality of marketing to the world's poorest people.
9. Discuss your own moral position-taking as it relates to the course topics.

REQUIRED TEXTS AND MATERIALS:

Dorff, Elliot N. To Do the Right and the Good: A Jewish Approach to Modern Social Ethics. Philadelphia, PA: The Jewish Publication Society, 2002.

Sacks, Jonathan. To Heal a Fractured World: The Ethics of Responsibility. New York, NY: Schocken Books, 2005.

Course Packet of articles (on reserve in library)

ASSESSMENTS:

1. **Mid-Term Examination** - This examination will consist of primarily essay questions, which will be based on course content to that point. The essay questions will be mostly integrative in nature with an emphasis placed on the

organization, depth, and clarity of responses to these questions. The mid-term examination will comprise 20% of the final course grade.

2. **Final Examination:** A final examination will be required. This examination will be similar in format and nature to the midterm, and will be cumulative in nature. The date for the final will be scheduled by the registrar. The final examination will comprise 25% of the final course grade.
3. **Group research paper:** Groups of 4-5 students will be formed for the purposes of creating a research project. The project will consist of a 12-page paper and a PowerPoint presentation. Each group will prepare a paper on commercial marketing in a developing nation. The student will select a country based on its United Nations Human Development Index score (lower than 70) and research the needs of the residents of the country and how these needs can be addressed through commercial marketing. The paper needs to address the social and moral implications of the proposed approach. At the end of the semester, each group will give a 15-minute PowerPoint presentation to the class on this project. The paper and presentation will comprise 20% of the course grade.
4. **Thought Pieces:** There will be three assigned "thought pieces" throughout the semester. Each student will respond to three philosophical/ethical questions about the course topic where students will compare and contrast differing views. These questions will explore themes such as the difference in helping others out of service or responsibility. Each thought piece will be approximately 4 typed, double-spaced pages. The three thought pieces will each be worth 5% of the course grade. Late assignments will not be accepted unless prior arrangements have been made with the instructor.
5. **Article Discussion:** Each student will be responsible for preparing and leading a group discussion on an assigned article from the course reading packet. Students will be divided into small groups for discussion, with a larger panel discussion at the end of the class period. Students must create a discussion guide containing at least seven questions as well as a 1-page summary of the article for handing in to the instructor. Article assignments will be randomly distributed at the beginning of the semester. The article presentation will be worth 10% of the final course grade. Students must be present on their assigned discussion date.
6. **Participation:** The successful completion of this course will require the active participation of all students. We will be engaging in many discussion and debate activities throughout the semester and the student is expected to not only be present at class but involved in these discussions. In addition, there will be several ungraded individual and group assignments during that may include research projects, essays, and group activities. If you know you will be absent from a class, please inform the instructor as soon as possible. Active engagement in the class and its activities will be worth 10% of the final course grade.

GRADING:

The final course grade will be determined as follows:

Mid-term Examination -----	20%
Final Examination-----	25%
Group Research Paper-----	20%
Thought Pieces-----	15%
Article Discussion-----	10%
Class Participation-----	10%
 TOTAL -----	 100%

WRITING STANDARDS:

Effective managers, leaders, and teachers are also effective communicators. Written communication is an important element of the total communication process. Moravian College recognizes and expects exemplary writing to be the norm for course work. To this end, all papers, individual and group, must demonstrate high-quality level writing and comply with the format requirements of the Publication Manual of the American Psychological Association, 5th Edition or other generally accepted guidelines. Careful attention should be given to spelling, punctuation, source citations, references, and the presentation of tables and figures. It is expected that all course work will be presented on time and error free. Work submitted online should follow standard procedures for formatting and citations.

POLICY ON ACADEMIC HONESTY AND PLAGIARISM:

Academic integrity is central to the learning and teaching process. Students are expected to conduct themselves in a manner that will contribute to the maintenance of academic integrity by making all reasonable efforts to prevent the occurrence of academic dishonesty. Academic dishonesty includes, but is not limited to, obtaining or giving aid on an examination, having unauthorized prior knowledge of an examination, doing work for another student, and plagiarism of all types.

Plagiarism is the intentional or unintentional presentation of another person’s idea or product as one’s own. Plagiarism includes, but is not limited to, the following: copying verbatim all or part of another’s written work; using phrases, charts, figures, illustrations, or mathematical or scientific solutions without citing the source; paraphrasing ideas, conclusions, or research without citing the source; and using all or part of a literary plot, poem, film, musical score, or other artistic product without attributing the work to its creator. Students can avoid unintentional plagiarism by following carefully accepted scholarly practices. Notes taken for papers and research projects should accurately record sources to material to be cited, quoted, paraphrased, or summarized, and papers

should acknowledge these sources. The penalties for plagiarism include a grade of “F” on the work in question, a grade of “F” in the course. All acts of suspected plagiarism will also be reported to the College. Students are encouraged to review the student handbook (pgs. 51 – 56) for further clarification on academic honesty.

COURSE ASSIGNMENTS AND SCHEDULE:

Date	Topic	Reading Due	Assignment Due
8/27/07	Course Intro		
8/29/07	Etymology and behavior		
9/03/07	<i>Labor Day</i>		
9/05/07	Morality & Marketing - Intro	Ethical Reasoning handout	
9/10/07	Central Stories	Dorff Ch. 1 -3 Handouts/reserve	
9/12/07			
9/17/07	“	Friedman	Student Discussions
9/19/07	Charity – help as love	Sacks – Ch. 1, 3, 4	
9/24/07	“	“	Thought Piece 1
9/26/07	Tzedek – help as justice/obligation	“	
10/01/07	”	Siegel	Student Discussions
10/03/07	<i>Midterm</i>		
10/08/07	<i>Fall Recess</i>		
10/10/07	Helping the Poor	Dorff – Ch. 5	
10/15/07	“	TBA	Student Discussions
10/17/07	Moral Obligations of individuals and community	Sacks Chs. 6, 7, 8, 9	
10/22/07	State of the World	UN Millennium Development Goals	
10/24/07	“		Thought Piece 2
10/29/07	Western MNCs view of world	TBA	
10/31/07	“		
11/05/07	Ethics of globalization	Witkowski	Student Discussions
11/07/07	“	Carden	
11/12/07	Effects of marketing on developing countries	Prahalad	
11/14/07	“		
11/19/07	Moral perspectives on marketing	TBA	
11/21/07	<i>Thanksgiving Break</i>		
11/26/07		TBA	Student Discussions
11/28/07	Integration of themes		Thought Piece 3
12/03/07	“		Group papers due
12/05/07	<i>Project Presentations</i>		
12/10/07	<i>Project Presentations</i>		

Note: The schedule, topics and assignments outlined above are subject to change throughout the semester.