

Module 26

6.26.1. Ethics & Digital Marketing

Module title		Ethics & Digital Marketing								
Module NFQ level (only if an NFQ level can be demonstrated)		8								
Module number/reference		BS26								
Parent programme(s)		Bachelor of Arts (Honours) in Business Studies								
Stage of parent programme		Stage 4								
Semester (semester1/semester2 if applicable)		Semester 1								
Module credit units (FET/HET/ECTS)		ECTS								
Module credit number of units		10								
Duration of the module		One Academic Semester, 12 Weeks Teaching.								
Average (over the duration of the module) of the contact hours per week		6 hours								
Analysis of required learning effort										
Effort while in contact with staff										
Classroom and demonstrations		Mentoring and small-group tutoring		Other (specify)		Directed e-learning (hours)	Independent learning (hours)	Other hours (specify)	Work-based learning hours of learning effort	Total effort (hours)
Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner					
48	1:40	24	1:20				178			250
Allocation of marks (within the module)										
				Continuous assessment	Supervised project	Proctored practical examination	Proctored written examination	Total		
Percentage contribution				30%			70%	100%		

Minimum intended module learning outcomes

On the successful completion of this module, students should be able to:

- MIMLO 26.1** Explain the relationship between moral philosophy and business ethics and evaluate a number of key critical perspectives on the necessity for ethical behaviour in business and organisations.
- MIMLO 26.2** Enumerate and reflect critically on the ethical challenges associated with the use of digital technologies in a range of business contexts.
- MIMLO 26.3** Analyse the role of ethics and corporate social responsibility (CSR) in marketing, as well as the emergence of ethical branding and consumerism in the 21st century.
- MIMLO 26.4** Analyse different moral issues relating to marketing practice and synthesise and critically evaluate key ethical and socio-critical critiques of the role of marketing in society.
- MIMLO 26.5** Explain key pieces of Irish and European legislation that impact on marketing practice and reflect on the implications of data protection and privacy laws for the ethical norms and conduct of digital marketing.

Module content, organisation and structure

Indicative Syllabus

- Ethics and Business
- The Language of Ethics
- The Case for Moral Development
- Marketing with and without Ethics
- Internet Access Malicious attacks, Harmful Information, Fake News
- Segmentation
- Who is being targeted?
- What is being Marketed?
- How are we Marketing?

- Access to Customers
- Privacy
- Data Protection
- Self Regulation v Governmental Control and Professional Ethical Conduct Codes
- Effective Methods to Avoid Ethical Lapses

Reading lists and other information resources

Title	Author	Publisher	Year
Essential:			
Business Ethics	Freeman, Verhane, & Martin.	Pearson	2010
Ethics in Marketing: International Cases & Perspectives.	Murphy, Laczniak & Harris.	Routledge/ Taylor & Francis.	2017
Moral Issues in Business	Shaw, Barry	ITP	2015
Honest Work: A Business Ethics Reader	Ciulla, Martin & Solomon	Oxford University Press	2018
Recommended:			
Business Ethics: Concepts and Cases, 6 th ed	Verasquez	Pearson International	2014
Business Ethics, 3 rd Ed	Ferrell, Fraedrich	Prentice Hall	2005