

**SYLLABUS**  
**Ethics in the Marketplace: Marketing 766 – 01-02**  
**Fall 2008**

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Office hours:  
I am in the office all five days.  
Face-to-face meetings should  
be by appointment. Call me  
or email me anytime.

Class Materials:

1. Textbook: Ferrell, Fraedrich & Ferrell. *Business Ethics: Ethical Decision Making and Cases*. 7<sup>th</sup> Edition. Houghton-Mifflin. This text is available in an electronic version as well as in paper. The electronic version is considerably less expensive than the paper version. ISBN: 13:978-0-618-74934-8 OR 10:0-618- 74934-9.
2. CD ROM for Marketng 766 or access to broadband for streaming lectures
3. Online access to course and library materials

Course Description:

Ethics in the Marketplace will emphasize the challenges of relationships between organizations and their external environments, primarily those relationships with customers, competitors, and suppliers. The course will identify ethical principles, and students will apply them to real world situations in the areas of target markets, privacy, product design, advertising, and international settings. Discussions and written papers will be required.

Course Requirements:

Online discussions:	30%
Week-long discussions (25%)	
Course-long ongoing discussion (5%)	
Case Paper 1: Dilemma (Capital One)	10%
Case paper 2: Stakeholders (Sunbeam Corp.)	20%
Case paper 3: Ethical Principles (Firestone)	25%
Final Examination:	<u>15%</u>
Total	100%

All materials for which students expect any credit must be submitted by the due date of the final exam. There is no extra credit work allowed. At the end of the semester, students' course grades will be based on the following standard:

Average of:	93-100%	A
	88-92%	A/B
	83-87%	B
	78-82%	B/C
	70-77%	C
	60-69%	D
	< 60%	F

### Legal Issues:

The University of Wisconsin-Whitewater is dedicated to a safe, supportive, and nondiscriminatory learning environment. It is the responsibility of all undergraduate and graduate students to familiarize themselves with University policies regarding Special Accommodations, Academic Misconduct, Religious Beliefs Accommodation, Discrimination, and Absence for University Sponsored Events. For details, please refer to the Undergraduate and Graduate Timetables; the Rights and Responsibilities section of the Undergraduate Bulletin; the Academic Requirements and Policies and the Facilities and Services sections of the Graduate Bulletin; and the Student Academic Disciplinary Procedures (UWS Chapter 14); and the Student Nonacademic Disciplinary Procedures (UWS Chapter 17).

### **UWW Student Honor Code:**

*As members of the University of Wisconsin – Whitewater College of Business & Economics community, we commit ourselves to act honestly, responsibly, and above all, with honor and integrity in all areas of campus life. We are accountable for all that we say and write. We are responsible for the academic integrity of our work. We pledge that we will not misrepresent our work nor give or receive unauthorized aid. We commit ourselves to behave in a manner that demonstrates concern for the personal dignity, rights and freedoms of all members of the community. We are respectful of college property and the property of others. We will not tolerate a lack of respect for these values.*

*This code originated at Wheaton College.*

### **Grading of Week-Long Discussions:**

Discussion dates are posted within the modules in which they occur. Please check all modules for specific dates.

I will grade the "discussion" portion of the course. You are required to enter **every** discussion. Your discussion grade will be based on the following variables, each of which will be scored on a scale.

1. The frequency of your comments. I will expect at least 5 comments per discussion per student. You may comment more frequently than that, but I will expect you to enter a minimum of 5 times for a grade of B [85%].
2. The timing of your comments. I expect everyone to enter each discussion on different days in order to respond to other students' questions on your comments and to review what others have posted. (1 day = 2 points; 2 days = 4 points; 3 or more days = 6 points). Two different days per discussion is the minimum requirement for a B grade.

3. Reading  $\frac{1}{2}$  of all comments posted by your discussion group.

To earn an A (95%), the expectation would be that you enter at least 10 comments on a minimum of 3 days, reading  $\frac{2}{3}$  of all comments posted to your group.

### **Grading of Ongoing Discussion**

To earn a B (85%) grade on the ongoing discussion component of the course, you should make a minimum of 9 comments during the course and enter the discussion on 3 different weeks. You must also read at least  $\frac{1}{2}$  of all of the comments made during the course.

For an A (95%), the requirement is that you post 18 substantive comments in 5 different weeks and that you read  $\frac{2}{3}$  of the comments made during the course.

### **For Both Types of Discussions:**

To improve your grade, read more comments, enter discussions on more days, or write more comments.

At the end of the class, I will total all scores across discussions, develop a distribution, and assign percentage grades.

Because the class size is large, I will be dividing the discussions into groups. You will be assigned to a group, and all of your comments will be made in that group.

### **Case Papers:**

You are required to write three case papers. Two of the cases are available in your text in the case section at the end of the book. For the first dilemma case paper on Capital One, I will be posting articles in the content area of D2L and you will view a video clip on the CD ROM or through the streaming server in lieu of a written case from the text. The course includes reading and discussing a number of cases, most of which are from the text. Detailed instructions for writing each case are in the modules in the content area at the location where the paper assignment is due. Open the file that has the label and due date for the assignment, and you will find detailed instructions on the assignment.

### **Self-Assessments and Final Examination:**

Multiple choice self-assessments are available at the end of each module where readings are required. The self-assessments are intended to prepare you for the final exam. They open and close with the timing of the module, but they extend through Sunday of the week. Once the assessments close, they will not open again during the course. These self-assessments are not graded, but they will be important in preparing for the final exam. You may take the self-assessments as many times as you like while they are open.

The final exam will be a series of multiple choice questions based on text and in-class material, but most of the questions will come from the self-assessments.

### **ASK QUESTIONS!**

Each time I teach the course, I change a number of assignments, readings, and audio visuals. If I have been confusing or some necessary information is missing, or if you simply don't understand a particular assignment or concept, please do ask me. I love getting to know you, and I would much rather have you ask a question than to struggle along worrying about whether you are doing something right. One activity I do not do, though, is reading drafts of case papers. If you ask me specific questions, I'm happy to answer them, so don't hesitate to contact me. I will do my best to get back to you quickly.

Okay – are we ready? Let's go!