Course Facilitator (PTVF): Chandradeep Mitra

Course Objective:

The social and economic context within which businesses and hence marketers operate has changed significantly in the past two decades. Contemporary global and local issues that dominate the discourse of global leaders, economists, environmentalists, sociologists, behavioural scientists, media and civil society also affect marketers in myriad ways, directly and indirectly. In today’s world, where over 60% of the world’s largest economic entities are no longer nation states but global organisations, companies have the power, and the responsibility, to play a significant role in shaping our collective future.

This course, completely revamped and altered for the 2012-13 academic session at IIM Calcutta, will take a close look at a set of contemporary issues that affect human society and global environment, and engage students in analysing the impact of these issues on today’s and tomorrow’s organisations, especially in the marketing context. Existing & emerging theoretical frameworks that help in understanding these issues and create actionable knowledge for contemporary marketers will also be looked at.

This course will attempt to aid students embark on a journey that would hopefully lead to them becoming successful business leaders and marketers with greater social awareness, environmental consciousness and ethical responsiveness.

9. Course Structure & Content:

The course shall attempt to engage students in discourse and dialogue on contemporary issues and their impact on organisations and marketers. Apart from lectures, presentations, case studies, video content, individual & group exercises, there will be scope for discussions and debates in class help evolve multiple and balanced perspectives on several interconnected issues. One or two appropriate experts may be invited as guest faculty to make the course multi-dimensional, rich and interesting. Relevant digital content, including ebooks, articles, reference papers, video clips, short films, and links to appropriate sites and blogs, will be provided during the course to stimulate discussion and complement content shared in class.

It is essential for the success of this course that all students come with an open mind, ready to actively participate in class discussions, freely shares points of view, and engage in trying to create meaning at an individual and collective level. Participative pedagogy will hence be the norm for this course.

The Key Topics that will be covered in the course are:-
• Critical View of Marketing & Branding (A growing number of social scientists and consumer groups are getting disillusioned with and critical of consumerism and branding. How should marketers deal with them?)

• Inter-relationships & conflicts - Media, Advertising, Market Economy & Society (When what is good for business and what is good for society are in conflict, how do we reconcile and manage?)

• Ethical issues in Marketing (How far should a marketer go to evaluate the impact of his marketing actions? Do new capabilities in the hands of marketers like Neuromarketing, Behavioural Economics & Sensory Branding give power that can be misused? What ethical boundaries should marketers operate within? What should be the appropriate guidelines & framework for Responsible Marketing?)

• Co-creation – Democracy in Marketing? (How do marketers handle the shift of power to consumers with both responsiveness and responsibility? Is more power to consumers always necessarily for a larger good?)

• BOP (Bottom of Pyramid) Marketing (Does Marketing have a role to play in creating a more equitable society by addressing the needs and wants of consumers at the lowest rungs of society, especially in the Indian context? If so, what models, tools and mechanisms should they adopt? Where can they learn from?)

• CSR & Marketing (How can marketing effectively support CSR strategies and policies of an organisation, and hence help organisations become better corporate citizens? What are the appropriate linkages, tools and measures for this?)

• Cause-related Marketing (How can Marketing support worthwhile social and environmental causes and help build a more humane society?)

• Green & Sustainable Marketing (Are Marketing and Sustainability on the same or opposite sides of the spectrum? How can their potentially conflicting roles be harmonised? What are the different dimensions of Green Marketing? How can Sustainability be best marketed?)

• Nation Branding (What are the special imperatives in marketing a nation as opposed to marketing other goods & services? Do we need different frameworks to study Nation Branding? How do nation brands impact the marketing & branding actions of companies from a particular nation? What are the implications for Indian companies & brands?)

• The Future of Marketing & Branding (Multiple perspectives on the role of organisations in general, and marketing in particular, in evolving human societies)

10. Course Evaluation: The students will be evaluated on the following components:
   a. Online Course Participation – 20%
   b. Group Projects- 40%
   c. Individual Assignments-40%