



**BUSINESS SCHOOL**

**Course Outline 2017**  
**MKTG 702: ADVANCED MARKETING 2 (15 POINTS)**  
**Semester 2 (1175)**

**Course Prescription**

An advanced study of marketing theory relating to contemporary issues. Emphasis is on providing students with in-depth knowledge of key topics, and asking them to critically evaluating the field. Examples of topics covered include anti-consumption and consumer resistance, corporate social responsibly, ethics, sustainability, and marketing strategy.

**Goals of the Course**

Society is facing diverse issues such as consequences of climate change, scarcity of resources, consumer's reactions to ethics and impact of corporate behaviours, change of social expectations and values, and introduction of new regulations and instruments (e.g. social reporting). The main purpose of the course is to examine how these issues impact on, or are impacted by, marketing practice, consumers' response, and academic "thought". By examining various points of view, students will gain a better understanding of the evolving role of marketing within companies and society.

**Learning Outcomes**

By the end of this course it is expected that the student will have:

1. been exposed to a broad range of contemporary issues facing marketing academics, practitioners and consumers within the realm of social responsibility and/or sustainability.
2. explored research on marketing's role in and impact on organisational and societal approaches to social responsibility and sustainability, and consumer's response to consumerism and/or consumption.
3. been introduced to selected concepts, principles and frameworks of marketing strategy, social responsibility and sustainability, and anti-consumption disciplines, and have had the opportunity to apply them in a selected context.
4. enhanced skills to defend their opinions academically.
5. pushed the boundaries of what they believe the future role of marketing should be.

**Content Outline**

**Module 1 Anti-consumption**

- Dissatisfaction vs. Consumer Resistance
- Materialism and Voluntary Simplification
- Anti-consumption and Brand Avoidance
- Applications of Anti-consumption
- Movie and discussion
- Assessment

**Module 2 Marketing strategy and social responsibility**

- Social responsibility (SR), Ethics and Business/Marketing
- SR/Sustainability and Marketing Strategy

- Market, Consumer and Stakeholders 'Orientations'
- SR and Marketing Assets: Brand and Reputation
- Implementation and Performance
- Presentations, discussion

## Learning and Teaching

OGGB Room 315, Friday 11-2pm

The course runs for twelve weeks. Classes will meet for two to three hours each week. Although your lecturers will provide an overview of topics, the course will primarily be based on assigned readings with discussions facilitated by the lecturers. For these discussion-based classes, each student will be expected to have read *in advance* the relevant material as set out by the lecturer.

## Teaching Staff

Module 1 Anti-consumption

Dr Mike Lee

Email [msw.lee@auckland.ac.nz](mailto:msw.lee@auckland.ac.nz)

Office hours to be announced

Module 2 Marketing Strategy and Social Responsibility

Dr Biljana Juric

Email [b.juric@auckland.ac.nz](mailto:b.juric@auckland.ac.nz)

Office hours to be announced

## Learning Resources

Lecture slides provided on CANVAS, but students must find the articles themselves.

## Assessment

<b><i>Assessment Task</i></b>	<b><i>Weighting</i></b>	<b><i>Learning Outcomes Assessed</i></b>
Assignment 1 (Individual/Group) Mike	25%	1,2,3,4,5
Assignment 2 (Individual/Group) Biljana	25%	1,2,3,4,5
Exam	50%	1,2,3,4,5
TOTAL	100%	

## Content Outline

<b>Week</b>	<b>Lecturer</b>	<b>Topic</b>
1	Mike Lee	Dissatisfaction vs. Consumer Resistance
2	Mike Lee	Materialism and Voluntary Simplification
3	Mike Lee	Anti-consumption and Brand Avoidance
4	Mike Lee	Applications of Anti-consumption

5	Mike Lee	Movie and discussion
6	Mike Lee	Assessment
		<i>Mid Semester break</i>
7	Biljana Juric	Introduction and Reflections on Ethics, Social Responsibility (SR), Sustainability, Business and Marketing
8	Biljana Juric	Incorporating SR into Marketing Strategy
9	Biljana Juric	Consumer and Stakeholders Orientation in SR Marketing Strategies
10	Biljana Juric	SR and Marketing Assets - Brand and Reputation
11	Biljana Juric	Socially Responsible Marketing Practices and Business Models
12	Biljana Juric	Implementation; Social, Environmental and Economic Performance

### Inclusive Learning

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with any member of the teaching team.

### Student feedback

Students of this course will be asked to complete three types of evaluations: Two teaching evaluations and one course evaluation. Your feedback will help us improve the course and our teaching in the future.

### Reading list

Module 1	
Week 1	<p>Swan, J. E., &amp; Combs, L. J. (1976). Product Performance and Consumer Satisfaction: A New Concept. <i>Journal of Marketing</i>, 40(2), 25-33.</p> <p>Dobscha, S. (1998). The lived experience of consumer rebellion against marketing. <i>Advances in Consumer Research</i>, 25, 91-97.</p> <p>Kozinets, R. V., &amp; Handelman, J. M. (2004). Adversaries of Consumption: Consumer Movements, Activism, and Ideology. <i>Journal of Consumer Research</i>, 31(3), 691-704.</p> <p>Chatzidakis, A., &amp; Lee, M. S. W. (2013). Anti-consumption as the Study of Reasons Against. <i>Journal of Macromarketing</i>, 33 (3), 190-203.</p>
Week 2	<p>Belk, Russell (2001), "Materialism and You," <i>Journal of Research for Consumers</i> (1), 14.</p> <p>Borgmann, Albert (2000), "The Moral Complexion of Consumption." <i>Journal of Consumer Research</i>, 26 (4), 418-22.</p>

	Zavestoski, Stephen (2002), "The social-psychological bases of anticonsumption attitudes," <i>Psychology &amp; Marketing</i> , 19 (2), 149-165.
Week 3	<p>Iyer, R and J.A. Muncy (2009), "Purpose and Object of Anti-Consumption," <i>Journal of Business Research</i>, 62 (2), 160-68.</p> <p>Thompson, Craig J., Aric Rindfleisch, and Zeynep Arsel (2006), "Emotional Branding and the Strategic Value of the Doppelganger Brand Image," <i>Journal of Marketing</i>, 70 (1), 50-64.</p> <p>Lee, Michael S W, Denise Conroy, and Judith Motion (2009), "Brand Avoidance: A Negative Promises Perspective," <i>Advances in Consumer Research</i>, 36, 421-29.</p>
Week 4	<p>Cromie, John G. and Mike T. Ewing (2009), "The Rejection of Brand Hegemony," <i>Journal of Business Research</i>, 62 (2), 218-30.</p> <p>Peattie, Ken and Sue Peattie (2009), "Social Marketing: A Pathway to Consumption Reduction?," <i>Journal of Business Research</i>, 62 (2), 260-68.</p> <p>Shui, Edward, Louise M. Hassan, and Gianfranco Walsh (2009), "De-marketing Tobacco through Governmental Policies: The 4ps Revisited," <i>Journal of Business Research</i>, 62 (2), 269-78.</p>
Week 5	Movie and discussion
Week 6	Assessment
<b>Module 2</b>	
Week 7	TBA
Week 8	
Week 9	
Week 10	
Week 11	
Week 12	