

Resources for Teaching Marketing Ethics

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Business ethics initiatives within the College of Business should start by understanding the AACSB International Ethics Education Task Force Report (www.aacsb.edu/eerc) and 'Assurance of Learning' guidelines. The report outlines four areas which they believe represent the domain of business ethics: 1.) responsibility of business in society 2.) ethical leadership 3.) ethical decision making & 4.) corporate governance. Unless the college requires a foundational course in business ethics, all functional areas, including marketing, have a role and responsibility for integrating and assessing ethics coverage. This should not be done on a random basis with faculty "checking boxes" regarding their perceived coverage. There should be a strategic approach first determining what needs to be covered, where it will be covered and how it will be covered.

At the 2004-2005 AACSB International Teaching Business Ethics Conferences this topic was discussed and best practices shared. The notes from the 2004 Conference are available at www.e-businessethics.com and www.aacsb.edu/eerc, numerous resources for teaching marketing ethics are available on these sites. The presentation outlines from this years conference will soon be available at the same websites. There are resources that faculty can use to integrate current examples such as the Wall Street Journal business ethics abstracts. I write three business ethics abstracts of WSJ articles each week and provide questions for classroom discussion. These abstracts are emailed each Thursday free of charge. You can register for these at www.professorjournal.com. For anyone interesting in teaching a marketing ethics course email oferrell@uwyo.edu for syllabi used at the University of Wyoming and Colorado State University.

If you are interested in a class project for marketing strategy, marketing ethics or special topics courses, we have worked with the local Better Business Bureau to have students nominate companies for the Torch Awards for Marketplace Ethics. Students can see how ethics is managed in companies of all sizes. For more information on this project, contact Linda Ferrell at L.Ferrell@uwyo.edu.