

MKT 372/382 The Influence of Marketing in Society -
06350

CLASS MEETS:

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Course Description

Brands are agentic and influential social actors who can reflect, perpetuate, and challenge societal values and norms. Leveraging real-world case studies and classroom discussion, students will have the opportunity to examine how marketers' decisions about segmenting, targeting, positioning, product design, pricing, distribution, and communication may challenge or perpetuate social hierarchies. The course will cover topics such as how companies navigate profit and social responsibility, varying types of activism, consumer reactions and responses to brand activism, and the role of identities in marketing. The course will end with a final group project focused on understanding and then reimagining a company's brand activism and corporate social responsibility strategy. This course is reading intensive and discussion based.

REQUIRED MATERIALS

A course packet from Harvard Business Publishing is [available here](#).
All other course materials will be available via the University library or posted on canvas.

Grading

The course grade will include the following components:

Weekly Written Reflection (9)	10%
Case Studies (3)	15%
Final Group Project Written Report	15%
Final Group Project Presentation	15%
Exam (1)	30%
Attendance and participation	<u>15%</u>

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Week 1	Welcome	
Week 2	What is inequality?	<p>McKeever (2020) How the Americans with Disabilities Act transformed a country. National Geographic.</p> <p>Nesterak, E. (2013, September 2). The Cognitive Burden of Poverty. Behavioral Scientist. https://behavioralscientist.org/the-cognitive-burden-of-poverty/+</p> <p>Doris, K. P., Laura Niemi, John M. (2018). How to Think about ;Implicit Bias; Scientific American. https://www.scientificamerican.com/article/how-to-think-about-implicit-bias/s+</p> <p>Weber, L. (1998). A Conceptual Framework for Understanding Race, Class, Gender, and Sexuality. Psychology of Women Quarterly, 22(1), 13–32.+</p> <p>Haney-Lopez, I. (2006). White by Law 10th Anniversary Edition. NYU Press. Chapter 4: White Lines*+</p>
Week 3	What is marketing's role?	<p>Risman, B. J. (2018). Gender as a Social Structure. In B. J. Risman, C. M. Froyum, & W. J. Scarborough (Eds.), Handbook of the Sociology of Gender (pp. 19–43). Springer International Publishing.</p> <p>Gelles, D., & Yaffe-Bellany, D. (2019, August 19). Shareholder Value Is No Longer Everything, Top C.E.O.s Say. The New York Times.</p> <p>Goodman, P. S. (2020, April 13). Big Business Pledged Gentler Capitalism. It's Not Happening in a Pandemic. The New York Times.</p> <p>Ray, V. (2019). A Theory of Racialized Organizations. American Sociological Review*+</p>
Week 4	Ethnographic methods to gain consumer insights	<p>Suri, J. F., & Howard, S. G. (2006). Going Deeper, Seeing Further: Enhancing Ethnographic Interpretations to Reveal More Meaningful Opportunities for Design. Journal of Advertising Research, 46(3), 246–250.</p> <p>Berger et al_ Uniting the Tribes_Using text for Marketing _2020_Annotated.pdf</p>
Week 5	Targeting & Segmentation	<p>Hershfield, H., & Carstensen, L. (2021, July 2). Your Messaging to Older Audiences Is Outdated. Harvard Business Review.</p> <p>Powers, K. (2019). Shattering Gendered Marketing. American Marketing Association. https://www.ama.org/topics/ethics/</p> <p>I buy, therefore I am - Hidden Brain podcast featuring Wharton Marketing professor Americus Reed*+</p> <p>Maheshwari, S. (2017, October 12). Different Ads, Different Ethnicities, Same Car. The New York Times. *+</p>
Week 6	Product & Design Guest Speaker - Kimberly Scott - Marketing Senior Director, Frito-Lay NA*+	<p>Nast, C. (2021, March 22). Tommy Hilfiger ramps up adaptive fashion. Who's next? Vogue Business.</p> <p>Fairchild, G. (2014, November 10). Case Study: Should You Sell That Product? Harvard Business Review. https://hbr.org/2014/11/case-study-should-you-sell-that-product*+</p> <p>Fisman, R., & Luca, M. (2016, December 1). Fixing Discrimination in Online Marketplaces. Harvard Business Review. https://hbr.org/2016/12/fixing-discrimination-in-online-marketplaces</p> <p>Patrick, V. M., & Hollenbeck, C. R. (2021). Designing for All: Consumer Response to Inclusive Design. Journal of Consumer Psychology, 31(2), 360–381. https://doi.org/10.1002/jcpy.1225</p>
Week 7	Price	<p>Raher, S. (2018). The Company Store. A deeper Look at Prison Commissaries. Prison Policy Initiative+</p> <p>Ehrenreich, B. (2014, January 13). It Is Expensive to Be Poor. The Atlantic.+</p> <p>How Targeted Ads and Dynamic Pricing Can Perpetuate Bias. (2019). Harvard Business Publishing.</p> <p>Juul Case Study</p>
Week 8	Place Guest Speaker - Ravi Kanniganti - Director of Strategy and Business Development	<p>Grier, S. A., & Perry, V. G. (2018). Dog Parks and Coffee Shops: Faux Diversity and Consumption in Gentrifying Neighborhoods. Journal of Public Policy & Marketing, 37(1), 23–38.*+</p> <p>Jones, N. (2019). (Re)Visiting the Corner Store: Black Youth, Gentrification, and Food Sovereignty in Johnson, G. D., Thomas, K. D., Harrison, A. K., & Grier, S. A. (Eds.). Race in the Marketplace: Crossing Critical Boundaries. Springer International Publishing. *+</p> <p>Kamin, D. (2022, August 18). Home Appraised With a Black Owner: \$472,000. With a White Owner: \$750,000. The New York Times. +</p> <p>A forgotten history of how the U.S. government segregated America -- Fresh Air Podcast, May 2017 +</p>

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Week 9	Corporate Activism/Appropriation	<p>Bhagwat, Y., Warren, N. L., Beck, J. T., & Watson, G. F. (2020). Corporate Sociopolitical Activism and Firm Value. <i>Journal of Marketing</i>, 84(5), 1–21. https://doi.org/10.1177/0022242920937000</p> <p>Zheng, L. (2020, June 15). We’re Entering the Age of Corporate Social Justice. <i>Harvard Business Review</i>. https://hbr.org/2020/06/were-entering-the-age-of-corporate-social-justice</p> <p>Menon, G., & Kiesler, T. (2020, July 31). When a Brand Stands up for Racial Justice, Do People Buy It? <i>Harvard Business Review</i>. https://hbr.org/2020/07/when-a-brand-stands-up-for-racial-justice-do-people-buy-it</p> <p>Nickerson, D. (2021, October 6). The Impact of Corporate Social Responsibility on Brand Sales. <i>American Marketing Association</i>. https://www.ama.org/2021/10/06/the-impact-of-corporate-social-responsibility-on-brand-sales/*</p>
Week 10	Corporate Activism/Appropriation (cont'd) Guest Speaker - James Wu: Founder and	Nike & Colin Kaepernick Case Study+
Week 11	Algorithms & Bias Guest Speaker - Ben Fauber: Senior ML Research Scientist @ Dell	Algorithmic Bias in Marketing. (2020). Harvard Business Publishing.
Week 12	Review Guest Speaker - Maya Bowie - VP Marketing @ Walmart*	
Week 13	Companies' Response to George Floyd Final Exam	Crabbe, R. & Scarborough, W. Race (Un)conscious: Uncovering Racial Ideologies in Companies' Statements.*
Week 14	Happy Thanksgiving/Fall break! Happy Thanksgiving/Fall break!	
Week 15	Group Presentations	The course final project encourages students to identify products, brands of categories that may under-serve a segment of consumers (e.g. underrepresented cultural groups), conduct primary and secondary research to understand their needs, and develop a marketing strategy to better serve that segment.
Week 16		