



INDIAN INSTITUTE OF MANAGEMENT
INDORE



IIMI
FDP

Faculty Development Programme Marketing Ethics February 15 – 26, 2021

Programme overview: The programme on Marketing Ethics at IIM Indore is a unique and a first of its kind floated in India. Marketing ethics is an emerging and interdisciplinary field of research wherein key ethical frameworks and principles are used to examine the current marketing phenomena. The programme on marketing ethics is mainly organized into four modules covering:

- Basic ethical frameworks and principles,
- Research on ethical issues in Segmentation, Targeting, and Positioning (STP), Product, Price, Promotion, and Place (4Ps),
- Research on ethical issues in Marketing Research, International Marketing, Consumer Ethics
- Research towards a general theory of marketing ethics.

Objectives: To make the participants cognizant of:

- Ethical issues with respect to STP, 4Ps, marketing research, international marketing, and the dispositions of consumers
- Basic ethical frameworks and fundamental ethical principles that have the potential to guide a marketer and a consumer to come out of ethical dilemmas successfully
- The contrast between ethical frameworks and sound ethical frameworks
- Extant literature and ongoing research on marketing ethics and dynamism prevalent in the field
- Research on the issues in STP, 4Ps, marketing research, international marketing, and consumer ethics
- Research on inclusive theories of marketing ethics

HOW TO ENROLL

Applicant willing to participate in the programme shall enrol themselves by filling the online application form available on the website. Last date for submission of application is February 07, 2021. The applications are not complete until receipt of programme fee. Incomplete applications will not be processed.

For more details, please contact:

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Visit: <http://www.iimidr.ac.in/academic-programmes/faculty-development-programme/>

Content:

- An account of fundamental ethical principles: Golden Rule, Silver Rule, and Principle of Reciprocity
- An account of ethical frameworks: Egoism, Altruism, and Universalism
- An account of ethical frameworks: Ethical Relativism, Ethical Absolutism, and Constructive Pluralism
- An account of Utilitarianism, Deontology, and Virtue Ethics
- Research on ethical issues in Segmentation, Targeting, and Positioning (STP)
- Research on Product Ethics, Ethics in Pricing, Ethics in Promotion, and Ethics in Distribution (Place)
- Research on ethics in Marketing Research, International Marketing Ethics, and Consumer Ethics
- Theory of Marketing Ethics and Review of Marketing Ethics

Target audience:

- Researchers working in Business-Management Schools, Business-Management Departments in State and Central Universities, Professional Institutes, Research Centres of Business Enterprises and NGOs, Academic and Research Centres in Training Institutes, State Universities, and Central Universities.
- Research Associates, Doctoral/Post-Doctoral Participants, Senior Executives in Private/Public Organizations

Contact Details of Programme Coordinator

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PROGRAMME FEE PAYMENT

The programme fee of Rs. 17,500 (Rs. 14,830 plus 18% GST) is to be paid by way of electronic fund transfer.

Name of Beneficiary: Indian Institute of Management Indore

Savings Bank A/c: 53018623445

Name of the Bank: State Bank of India

Branch: IIM Indore Campus, Rau, Indore

IFSC: SBIN0030525

Branch Code: 30525