

MKTC 262: MARKETING ETHICS (TBD)

This course provides an in-depth exploration of ethical marketing practices for students to analyze, apply and reinforce. Students will also learn to create a social media policy and develop the skills to evaluate and enhance the ethical standards of marketing campaigns and communication plans. Through lectures, discussions, case studies, practical exercises and a summative assessment, students will gain a comprehensive understanding of how to integrate ethical considerations into marketing strategies as well as maintain compliance with industry standards.

Credits: 3

Department: [Marketing Communication](#)

Recommended:

[BUAD 230](#)