

SYLLABUS:
GRA 6446 Marketing for a better world:

Professor:

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Introduction

Marketing focuses on delivering value to consumers. However, many consumer decisions have detrimental impacts on themselves, other people, and the planet. This course examines how marketing and consumption impact social welfare, individual happiness, social cohesion, and sustainability, both favorably and unfavorably. We will draw on insights developed in marketing research, which include perspectives from psychology, sociology, and economics.

The course has two major objectives within the program portfolio. First, students will become familiar with critical perspectives and scientific findings about the potential impacts of their profession on society. Second, students will learn how they can apply their marketing expertise to help firms succeed while also helping to transform society and create a better world.

Learning outcomes

Knowledge. Students will get advanced knowledge about psychological, economic, social, and evolutionary explanations for the impact of human consumption behavior on the world's resources, on individual happiness, and on sociality. They will understand a range of methodologies that have led to insight about the relationship between marketing, happiness, sociality, and sustainability. They will apply theories explaining the effects of marketing on the social and natural world, and the potential for marketing to create a better world.

Skills. Students will be able to analyze and deal critically with research findings and use them to structure and formulate scholarly arguments. They will be able to view their own professional education and practice in the light of possible effects on society and the environment.

General Competence. The course develops student's competence in communicating about academic issues, analyses, and conclusions in the fields of marketing and sustainability, and in presenting ideas and positions in oral debates and in writing.

Teaching and learning activities

The course will be heavily research based. We will study academic research papers, related to each topic, at a rate of about 3 per session. These papers are the basis for the corresponding sessions; other materials used during class (powerpoints, papers, reports, videos, etc., ...) will be made available on ItsLearning.

Class sessions will iterate between lecturing, activities, and discussion. Lectures will introduce theory and methods of papers. Most classes will involve one or more in-class activities, which as students to apply learning from readings and lectures. Activities will generally be group-based, with a deliverable that will be graded as part of your final portfolio. More details will be given during class.

Evaluation

This is a course with two exam components. Further details on the two grading components will be provided on ItsLearning and discussed in class. Please note that it is the student's own responsibility to obtain any information provided in class.

- ***Portfolio (30%):***

Written assignment composed of approximately 12-15 ppt slides. Approximately once per class, students will be asked to work independently or with classmates to complete an assignment. These assignments may be completed during or after class.

Assignments that are completed promptly (i.e., same day or same week, depending on assignment) will generally receive feedback; however, only the final portfolio will be graded.

Each student will be responsible for saving all their assignments (e.g., make sure all group members have a copy). At the end of the course, each student will compile all (~12-15) of their assignments into a single file, then hand that in. Grading criteria will be posted on ItsLearning.

- ***Oral exam (70%):***

Individuals (no groups) will prepare a discussion of a recent research paper, reporting on empirical research within the domain of the course. You will select the paper using criteria provided in class and have it approved by the instructor by a preset time. On the exam day you will present the paper for the instructor and an external grader and respond to questions. You will receive grading criteria and further instructions during the course.

Tentative course content and required readings: DUE BEFORE CLASS

All readings will be posted as .pdfs on ItsLearning. You should also be able to find readings through the BI library, Google Scholar, and/or Web of Science.

1. Why is it so hard to do the right thing?

- Hardin, G. (1968). The tragedy of the commons. *Science*, 162, 1243-1248.
[DOI: 10.1126/science.162.3859.1243](https://doi.org/10.1126/science.162.3859.1243)
- Griskevicius, V., Cantú, S. M., & Van Vugt, M. (2012). The evolutionary bases for sustainable behavior: Implications for marketing, policy, and social entrepreneurship. *Journal of Public Policy & Marketing*, 31(1), 115-128.
<https://doi.org/10.1509%2Fjppm.11.040>
- Minson, J., & Monin, B. (2012). Do-Goooder Derogation: Disparaging Morally Motivated Minorities to Defuse Anticipated Reproach. *Social Psychological*

and *Personality Science*, 3 (2) 200-207.
<https://doi.org/10.1177/1948550611415695>

2. Social marketing

- White K, Habib R, Hardisty DJ (2019), How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*; 83(3), 22-49. <https://doi.org/10.1177%2F0022242919825649>
- Gonzalez-Arcos, C., et al. (2021), “How Do I Carry All This Now?” Understanding Consumer Resistance to Sustainability Interventions. *Journal of Marketing*. 85(3), 44-61. <https://doi.org/10.1177/0022242921992052>
- Wood, S. & K. Schulman (2021), Beyond Politics: Promoting Covid-19 vaccination in the United States. *New England Journal of Medicine*, Jan 6, 2021. DOI: [10.1056/NEJMms2033790](https://doi.org/10.1056/NEJMms2033790)

3. Forming fake beliefs

- van de Ven, N., Blanken, I., & Zeelenberg, M. (2018). Temptation-based reasoning: When tempted, everything becomes a (better) reason to indulge. *Journal of Marketing Behavior*, 3(3), 185-209. <http://dx.doi.org/10.1561/107.00000047>
- Luchs, M. G., Naylor, R. W., Irwin, J. R., & Raghunathan, R. (2010). The sustainability liability: Potential negative effects of ethicality on product preference. *Journal of Marketing*, 74(5), 18-31. <https://doi.org/10.1509%2Fjmk.74.5.018>
- Douglas, K. M., Uscinski, J. E., Sutton, R. M., Cichocka, A., Nefes, T., Ang, C. S., & Deravi, F. (2019). Understanding conspiracy theories. *Political Psychology*, 40(Suppl 1), 3–35. <https://doi.org/10.1111/pops.12568>

4. Hiding from painful truths

- Hennes, E. P., Ruisch, B. C., Feygina, I., Monteiro, C. A., & Jost, J. T. (2016). Motivated recall in the service of the economic system: The case of anthropogenic climate change. *Journal of Experimental Psychology: General*, 145(6), 755. DOI: [10.1037/xge0000148](https://doi.org/10.1037/xge0000148)
- Stillman, Paul E., Kaitlin Woolley, Undermining Desire: Reducing Unhealthy Choices by Highlighting Short-Term (vs. Long-Term) Costs, *Journal of Consumer Research*, Volume 50, Issue 3, October 2023, Pages 554–575, <https://doi.org/10.1093/jcr/ucad004>
- Woolley, K., & Risen, J. L. (2021). Hiding from the Truth: When and How Cover Enables Information Avoidance. *Journal of Consumer Research*, accepted for publication. <https://doi.org/10.1093/jcr/ucaa030>

5. “Yes we can!”: Identity

- David Crockett, Paths to Respectability: Consumption and Stigma Management in the Contemporary Black Middle Class, *Journal of Consumer Research*, Volume 44, Issue 3, October 2017, Pages 554–581, <https://doi.org/10.1093/jcr/ucx049>
- Rifkin, J. R., Du, K. M., & Berger, J. (2021). Penny for Your Preferences: Leveraging Self-Expression to Encourage Small Prosocial Gifts. *Journal of Marketing*, 85(3), 204–219. <https://doi.org/10.1177/0022242920928064>

- Grewal, L., Hmurovic, J., Lamberton, C., & Reczek, R. W. (2019). The self-perception connection: Why consumers devalue unattractive produce. *Journal of Marketing*, 83(1), 89-107. <https://doi.org/10.1177%2F0022242918816319>

6. When in doubt follow the crowd

- Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2008). A room with a viewpoint: Using social norms to motivate environmental conservation in hotels. *Journal of Consumer Research*, 35(3), 472-482. <https://doi.org/10.1086/586910>
- James Andreoni, Justin M. Rao, and Hannah Trachtman (2017). Avoiding the Ask: A Field Experiment on Altruism, Empathy, and Charitable Giving *Journal of Political Economy* 125:3, 625-653. <https://doi.org/10.1086/691703>
- Van Bommel, M., Van Prooijen, J. W., Elffers, H., & van Lange, P. A. (2014). Intervene to be seen: The power of a camera in attenuating the bystander effect. *Social Psychological and Personality Science*, 5(4), 459-466. <https://doi.org/10.1177%2F1948550613507958>
- **OPTIONAL REVIEW PAPER:**
A Review and Framework for Thinking about the Drivers of Prosocial Consumer Behavior; Katherine White, Rishad Habib, and Darren W. Dahl; *Journal of the Association for Consumer Research* 2020 5:1, 2-18. <https://doi.org/10.1086/706782>

7. Nudging.

- Sunstein, C.R. Nudging: A Very Short Guide. *J Consum Policy* 37, 583–588 (2014). <https://doi.org/10.1007/s10603-014-9273-1>
- Hagmann, D., Ho, E. H., & Loewenstein, G. (2019). Nudging out support for a carbon tax. *Nature Climate Change*, 9(6), 484-489. <https://doi.org/10.1038/s41558-019-0474-0>
- Mookerjee, S. (Sid), Cornil, Y., & Hoegg, J. (2021). From Waste to Taste: How “Ugly” Labels Can Increase Purchase of Unattractive Produce. *Journal of Marketing*, 85(3), 62-77. <https://doi.org/10.1177/0022242920988656>
- Milkman, Katherine L., et al. (2022), "A 680,000-Person Megastudy of Nudges to Encourage Vaccination in Pharmacies," *Proceedings of the National Academy of Sciences*, 119 (6), e2115126119. <https://doi.org/10.1073/pnas.2115126119>

8. Prejudice and stereotypes

- Christian A Eichert, Marius K Luedicke, Almost Equal: Consumption under Fragmented Stigma, *Journal of Consumer Research*, Volume 49, Issue 3, October 2022, Pages 409–429, <https://doi.org/10.1093/jcr/ucab077>
- Samper, A., Yang, L. W., & Daniels, M. E. (2018). Beauty, Effort, and Misrepresentation: How Beauty Work Affects Judgments of Moral Character and Consumer Preferences. *Journal of Consumer Research*, 45(1), 126-147. <https://doi.org/10.1093/jcr/ucx116>
- Shepherd, S. & Campbell, T. (2020). The effect of egocentric taste judgments on stereotyping of welfare recipients and attitudes toward welfare policy. *Journal of Public Policy & Marketing*, 39(1), 1-14. <https://doi.org/10.1177%2F0743915618820925>

9. Social class

- Mittal, C., Griskevicius, V., & Haws, K. L. (2020). From Cradle to Grave: How Childhood and Current Environments Impact Consumers' Subjective Life Expectancy and Decision-Making. *Journal of Consumer Research*, 47, 350-372. <https://doi.org/10.1093/jcr/ucaa003>
- Olson, J. G., McFerran, B., Morales, A. C., & Dahl, D. W. (2016). Wealth and welfare: Divergent moral reactions to ethical consumer choices. *Journal of Consumer Research*, 42(6), 879-896. <https://doi.org/10.1093/jcr/ucv096>
- Lee, S., & Winterich, K. P. (2022). The Price Entitlement Effect: When and Why High Price Entitles Consumers to Purchase Socially Costly Products. *Journal of Marketing Research*, 59(6), 1141–1160. <https://doi.org/10.1177/00222437221094301>

10. Technology and life.

- Husemann & Eckhardt (2019). Consumer Deceleration. *Journal of Consumer Research*. 45 (6) 1142-1163. <https://doi.org/10.1093/jcr/ucy047>
- Awad, E., Dsouza, S., Kim, R., Schulz, J., Henrich, J., Shariff, A., Bonnefon, J.-F., Rahwan, I. (2018), The moral machine experiment. *Nature*, 563, 59–64. <https://doi.org/10.1038/s41586-018-0637-6>
- Melumad, S., & Pham, M. T. (2020). The smartphone as a pacifying technology. *Journal of Consumer Research*, 47, 237-255. <https://doi.org/10.1093/jcr/ucaa005>
- Barasch, Alexandra, Gal Zauberaman, and Kristin Diehl (2018), "How the Intention to Share Can Undermine Enjoyment: Photo-Taking Goals and Evaluation of Experiences," *Journal of Consumer Research*, 44 (6), 1220-37. <https://doi.org/10.1093/jcr/ucx112>

11. Happiness & Status

- Bellezza, S., Paharia, N., & Keinan, A. (2017). Conspicuous consumption of time: When busyness and lack of leisure time become a status symbol. *Journal of Consumer Research*, 44(1), 118-138. <https://doi.org/10.1093/jcr/ucw076>
- Whillans AV, Dunn EW, Smeets P, Bekkers R, Norton MI. (2017) Buying time promotes happiness. *Proc Natl Acad Sci U S A*. Aug 8;114(32):8523-8527. <https://doi.org/10.1073/pnas.1706541114>
- Akinin, Dunn, Proulx, Lok & Norton (2020). Does Spending Money on Others Promote Happiness?: A Registered Replication Report, *Journal of Personality and Social Psychology*, 119(2), e15–e26. <https://psycnet.apa.org/doi/10.1037/pspa0000191>

12. Conclusions & recap.

- Maybe: Find & read your paper for your final presentation
- Maybe: Create a mini-presentation