

Dissertation Seminar **SOCIAL MARKETING**

Academic Year: **2017/2018**

Semester: **2nd**

Instructor(s): **Bianca Vilhena de Mendonça**

Max. Number of Students: **4**

Seminar Description:

This seminar is aimed at students who wish to develop their Master Thesis in the field of Social Marketing (Internal or External). The students will develop a practical case/case study that will provide the Organizations with an overview, problem solving suggestions and in some cases a specific action plan.

Seminar Content:

This seminar comprises six sessions. The first sessions will have a introduction to the theme of Social Marketing.

Students are expected to start with a literature review on the main topic, and then they must identify a relevant research question to be tested through an appropriate methodology.

Some ideas for topics:

- Social Marketing Plan for an Organization
- Focus on one specific area of the Marketing Mix
- Internal Marketing Strategy
- External Marketing Strategy
- How does Social Marketing impacts on consumer behavior
- Internal Social Marketing and Job Satisfaction
- Internal Social Marketing and Turn Over Intentions
- External Social Marketing and Brand Awareness
- Social Marketing to deal with crisis situations

Students need to be present in every session. Long distance supervision is not possible.



Seminar Objectives:

The students will develop a Case Study, which main focus is to solve, or is to improve a social responsibility culture in Organizations.

Bibliography / Recommended Textbook(s) / Additional Readings:

Montiel, I. (2008). Corporate social responsibility and corporate sustainability separate pasts, common futures. *Organization & Environment*, 21(3), 245-269.

Rupp, D.E.; Shao, R.; Thornton, M.A., Skarlicki, D.P., (2013) "Applicants' and employees' reactions to corporate social responsibility: The moderating effects of first party justice perceptions and moral identity", *Personnel Psychology*, 66: 895-933.

Schnietz, K. E., & Epstein, M. J. (2005). Exploring the financial value of a reputation for corporate social responsibility during a crisis. *Corporate Reputation Review*, 7(4), 327-345.

Tollin, K., & Vej, J. (2012). Sustainability in business: understanding meanings, triggers and enablers. *Journal of Strategic Marketing*, 20(7), 625-641.

Turker, D., (2009b) "Measuring Corporate Social Responsibility: A Scale Development Study", *Journal of Business Ethics*, 85, 411-427.

Vlachos, P. A., Tsamakos, A., Vrechopoulos, A. P., & Avramidis, P. K. (2009). Corporate social responsibility: attributions, loyalty, and the mediating role of trust. *Journal of the Academy of Marketing Science*, 37(2), 170-180.

Valentine, S.; Fleischman, G., (2008) "Ethics Programs, Perceived Corporate Social Responsibility and Job Satisfaction", *Journal of Business Ethics* 77(2), 159-172.

You, C.-S.; Huang, C.-C.; Wang, H.-B.; Liu, K.-N.; Lin, C.-H.; Tseng, J.-S., (2013) "The relationship between corporate social responsibility, job satisfaction and organizational commitment", *International Journal of Organizational Innovation*, 5(4), 65-77.

Xie, Y., & Peng, S. (2009). How to repair customer trust after negative publicity: The roles of competence, integrity, benevolence, and forgiveness. *Psychology & Marketing*, 26(7), 572-589.



Biography:

Bianca Vilhena de Mendonça is graduate in Business Administration by UCP. Master in Marketing Management in ISEG. Certificated in NLP by INAP – RJ. Member of ICF. Associate Certified Coach (**ACC**). Certificated in Therapy and Coaching with Horses – Kiron Method
Product and Project Management Experiences in Multinationals as Philips, Krups and Moulinex. Work as Consultant in human behavior, in finance and insurances companies like Zurich, Generali, Groupama, MillenniumBCP, Banco Portugal among others. See more at <http://becarpediem.wix.com/bianca>

Contact(s) and Office Hours:

email – biancasoraya@gmail.com

Schedule:

Date	Content	Preparation
6/2/2018 (14h - 15h30)	Introduction and topics overview	Motivation for this seminar and possible topic of choice
20/2/2018 (14h - 15h30)	Definition of topics & research questions; data collection strategy	Problem statement and research questions
6/3/2018 (14h - 15h30)	Focused literature review; data analysis	Readings & preparation of brief review on particular topic; Start data collection
27/3/2018 (14h - 15h30)	Update on progress & doubts	Data collection and analysis
17/4/2018 (14h - 15h30)	Short presentation and feedback	Short presentation including: literature review; hypothesis; methods; (preliminary) results;
15/5/2018 (14h - 15h30)	Final discussion and update on progress	topics for discussion & implications

Deadlines:

The full list of dates and deadlines can be consulted [here](#).