

GST402 Business Ethics and Social Responsibility (2 Units)

- Concepts of ethics and social responsibility, societal marketing practice, consumerism, environmentalism, green marketing, etc.
- Factors influencing ethical and unethical marketing decisions. Principles of public policy towards marketing in Nigeria.
- Importance of ethical and socially responsible consumer behavior.
- Marketing ethics and social responsibility in Nigeria
- Record keeping in different kinds of business, accounting and business evaluation.