Global Sustainability Marketing: MKBU3458

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Office Hours: Before and after class and by appointment

Course Description:
While economic growth puts a strain on global resources, consumers are becoming more and more aware about the importance of being ‘green’ and ‘sustainable’. As our consumption levels increase, the words like “recyclable”, “green”, “sustainable”, “fair trade” suggest a product’s environmentally friendly and socially responsible claims. Marketing plays a unique role in the process of creating, communicating and delivering value to customers in a way that will preserve both environment and human capital. Sustainability issues affect businesses in many ways. While they may provide a new market niche or a product category for some, they may destroy a firm’s brand value and reputation. Therefore, it is vital for companies to understand the paradigm shift, adopt and develop winning marketing strategies that will enable them to stay competitive in the marketplace.

Learning Objectives:
In this course, students will
- Develop a detailed understanding of the relationship between consumerism, marketing and sustainability.
- Examine sustainability from the perspective of consumer and marketing for the organization.
- Learn the evolving green consumer segments, and how marketers are adapting to their needs.
- Understand and analyze the marketing tools and frameworks used by sustainable companies and causes.
- Develop capacity to understand a range of sustainability issues and pressures as presenting a set of strategic opportunities across sectors.
- Recognize the impact of pressing sustainability issues on businesses and the need to employ strategies that are different than conventional marketing.

Learning Outcomes:
Students will gain an understanding of:
- Evolutionary perspective on consumption and world’s resources
- Segmenting different types of consumers, sustainable consumers and barriers to action
- Three pillars of sustainability: social, environmental and economic
- Cultural and economic paradigm shift that is happening globally
- Ethical, social and environmental issues linked to marketing activities
- Available strategic options used by organizations to market sustainability
- Launching new sustainable brands and repositioning marketing portfolios
At the end of the course, students will be able to:

- Evaluate sustainable marketing concepts, frameworks and tools;
- Identify and explain problems in pursuing certain courses of action towards sustainability marketing;
- Identify and evaluate the implications of alternative courses of marketing action;
- Influence organizational marketing efforts towards sustainability;
- Understand how to manage products and brands sustainably by analyzing companies’ internal and external marketing efforts and prioritize marketing objectives, strategies and mixes.

**Communication:**
All course materials will be uploaded on blackboard. Please make sure to check at least twice a week for important messages.
I am very responsive to emails and will get back to you promptly. Please do not hesitate to email me for any questions or comments you have.

**Class readings:**
This is a constantly evolving field, and fairly new to academia. The class materials will be significantly supplemented by instructor lectures and external materials. Each week I will put articles that we will discuss in the class. Please read class materials prior to the class each week and actively participate in class discussions.

Assigned readings will be used for:
- a-Class discussions
- b-3 Writing Assignments

To keep up to date with current events, I highly urge you to subscribe to at least one of the newsletters of the following websites. We will be focusing on some companies and projects mentioned in these websites. Please make sure to follow one or two of these websites.

Required Reading:
Small is Beautiful by E.F. Schumacher

https://www.theguardian.com/us/sustainable-business
http://www.sustainablebrands.com/
http://www.ehswire.com/
https://www.greenbiz.com/

**Grading**

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>EXAM-Midterm</td>
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<tr>
<td>EXAM- Final Exam</td>
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<tr>
<td>Book Review and Discussion</td>
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<tr>
<td>3 Writing Assignments (5% each)</td>
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<tr>
<td>Individual Project</td>
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<tr>
<td>Group Project Presentation</td>
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<td>Group Project Paper</td>
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**Exams:**
There will be two exams, both of which will be closed book and closed notes. Make-up exams will only be given due to a medical emergency, which needs to be documented. Exams will be based on class discussions and class materials.
3 Writing Assignments:
Every 4 classes, you will write a short paper on your point-of-view on one of the discussions we have taken in the class. You can use course material assigned, class discussions or anything relevant to the classes we have covered. The aim of these assignments is to give you an opportunity to explore some subjects and internalize them. You may be critical about the subject discussed. Although there are no right or wrong answers, you are expected to back up your reasoning with concrete ideas. These assignments are limited to 250-500 words. (Make sure you do a word count on them.)

Book Review “Small is Beautiful”:
-The book’s title and author
-A brief summary
-Comments on the book’s strengths and weaknesses
-Your personal response to the book with specific examples to support praise or criticism
-Limit to 500-1000 words

Individual Project:
Identify a global company that you want to explore for their sustainable endeavors.
- Find out what triggered them to become sustainable.
- How are they more sustainable now compared to their old image?
- What is their sustainability strategy? Did they create new products or services?
- What have they done to promote their sustainable initiatives?
- Who is the new target audience?
- How did they use this in their marketing mix?
- What do you think are the strengths and weaknesses in their marketing strategy?

These are some of the questions you need to answer for your individual project. Pick a company, research their sustainability initiatives and their marketing strategy.

This will be an in-class presentation using Power Point.

Group Marketing Project
At the beginning of the semester, you will be assigned to project teams. Each team will be assigned a business challenge that a firm is facing. You will be asked to identify and propose solutions to this marketing challenge. As a team, you will be asked to write a report and make a presentation at the end of the semester.

Class Participation and Attendance
Attendance at all of the class sessions for the course is a requirement. Class participation is mandatory and your contributions in class will heavily weigh on your participation grade. I intend this class to be as interactive as possible and a fun learning journey for all of you.

All students are expected to take exams when scheduled and hand in assignments on the due date. As a matter of common courtesy, please turn off all cell phones in the classroom. Be sure to arrive on-time. It is your responsibility to check blackboard for all assignments, class notes and other materials.

Guest Speakers and Outings
London is a great classroom for global sustainability marketing and I am planning to have two guest speakers during this semester. These plans will be more concrete depending on the guest speakers’ schedules.

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<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>1/17</td>
<td>INTRO &amp; Setting the framework for Global Marketing Sustainability</td>
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<td>Week 2</td>
<td>1/24</td>
<td>Sustainable Consumer</td>
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<td>Week 3</td>
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<td>Defining and Segmenting Sustainability Markets</td>
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<td>Week 4</td>
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<td>Corporate Social Responsibility &amp; Shared Value</td>
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<td>Week 5</td>
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<td>1st Writing Assignment Due Understanding the Value Chain of Global Brands</td>
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<td>Book Review and Discussion Due Circular Economy</td>
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<td>Week 7</td>
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<td>Individual Projects Due Market Research: Global Trends, Drivers and Issues</td>
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<td>Week 8</td>
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<td>NO CLASS</td>
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<td>Week 9</td>
<td>3/14</td>
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<td>Week 10</td>
<td>3/21</td>
<td>2nd Writing Assignment Due Defining Value and Price Developing Sustainable Products and Services</td>
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<td>Week 10</td>
<td>3/28</td>
<td>Global Brands and Innovative Marketing Channels</td>
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<td>Week 11</td>
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<td>Group Project Paper Due Ethical Dimensions in Sustainability</td>
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<td>NO CLASS</td>
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<td>Week 13</td>
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<td>3rd Writing Assignment Due Sustainability in the promotion mix</td>
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<td>Group Project Presentations Due Digital Media in Sustainability Marketing</td>
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<td>Week 15</td>
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<td>FINAL EXAM</td>
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