

Sustainable marketing (EM165M8AA1)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Sustainable marketing : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Sales and Marketing
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	45

Coordinator

DOBROMIR STOYANOV

Lecturers

Instructor	Population	Email
DOBROMIR STOYANOV	Population	

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

This course aims to familiarize students, as future managers, engineers, and entrepreneurs, with the importance of the adoption of the sustainable marketing approach in the XXI century. Using cases from around the world (Europe, North America, Africa, South America, Middle East and Asia) it proves that sustainable marketing is neither a myth nor an oxymoron, though for the marketers there are still many ways for improvement. This course highlights how sustainable development and marketing fit together, in a what way sustainable marketing differs from traditional marketing and how to design a basic sustainable marketing strategy in simple steps.

The course is designed around the process of creation, communication, and delivery of customer value by defining sustainable marketing as socially and environmentally responsible actions that meet the present needs of consumers and businesses while preserving or enhancing the ability of future generations to meet their needs. This is an engaging and highly interactive course in which the instructor relies on the “Learning-by-doing” approach – a concept in educational theory according to which student productivity can be achieved through practice, self-perfection and minor innovations.

Educational organisation

In class

Lectures

Presentations

Tutorials

In groups

Exercises

Projects

Case studies/texts

Oral presentations

Interaction

Discussions / debates

Assignments

Individual projects (online assignments, video,)

Specific projects / case studies

Readings

Text study

Learning outcomes

Upon completion of this course, students should be able to :

- **Define** sustainability in a marketing context
- **Distinguish** traditional marketing from the sustainable one
- **Apply** different approaches for creating, communicating and delivering sustainable customer value
- **Analyze** critically the sustainability performance of well-known greenwashing companies such as Coca-Cola and McDonalds and make relevant suggestions for actual improvements.
- **Develop** a basic marketing strategy for a sustainable product
- **Identify** sustainability gaps in consumer behaviour, business performance and governmental policy.
- **Discuss** the integration of the sustainable development concept by marketing
- **Justify** the necessity for sustainable marketing strategy in today's business.

Outline

1. Introduction to the sustainable marketing concept. Evolution and basic trends.
2. Understanding sustainable consumption & consumer behaviour
3. Creating sustainable value through product & price management.
4. Communicating sustainable value through integrated marketing communications
5. Delivering sustainable value through supply chain management & logistics
6. Mid-term test
7. Presentation of the final projects

Prerequisites

Key concepts to understand :

Knowledge of :

There are no specific pre-requisites for following this course. However, the course is more relevant to students being interested in social and environmental issues such as global warming, food waste and additives, and how governments, businesses and consumers can work together to ensure a more sustainable future for the forthcoming generations.

Teaching material

Documents in all formats

- Guide
- Newspaper articles
- Case studies

Software

- Office Pack (Word, Excel, PowerPoint, Access)

Recommended reading

Major works :

1. Belz, F.M., & Peattie, K. (2012). Sustainability Marketing: A Global Perspective. 2nd ed. Business and economics
2. Martin, D. & J. Schouten (2013). Sustainable Marketing. 1st International edition, Pearson-Prentice Hall.
3. Bascoul, G. & Moutot, J.-M. (2009). Marketing et développement durable : Stratégie de la valeur étendue.

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4. Wimmer, W., LEE, K.M. Polak, J., Quella, F. (2010). ECODESIGN - The Competitive Advantage. Springer

Further reading :

Research works by EM Strasbourg :

Stoyanov, D. (2015). Sustainable marketing: A global benchmark perspective on the vending industry. Review of Integrative Business & Economics, Vol. 42, Issue 2, pp. 1–19.

Assessment

Intermediate evaluation / continuous assessment 1 : Continuous

written + oral / individual / English / weighting : 40%

additional information : Participation during the oral discussions in class Homework and in-class assignments.

This evaluation serves to measure LO1.1, LO1.2, LO2.1, LO2.2, LO4.2

Intermediate evaluation / continuous assessment 2 : session n°6

written (180 min) / individual / English / weighting : 30%

additional information : Mid-term test

This evaluation serves to measure LO1.1, LO1.3, LO3.1

Intermediate evaluation / continuous assessment 3 : last session

written + oral (25 min) / in group / English / weighting : 30%

additional information : students have to form international teams and illustrate the implementation of the marketing process of understanding, creation, communication and delivery of sustainable marketing value for a product and company on their own choice. Half of this evaluation (15%) is based on the written group work presentation prepared by the students at home (e.g., MS PowerPoint, Prezi etc.). One of the team members should send the presentation to the professor by e-mail at least one day before the final session. The other half of this evaluation is based on the individual performance of each team member during the project presentation in class (15%).

This evaluation serves to measure LO1.1, LO1.3, LO2.1, LO2.2, LO2.3, LO3.1, LO4.2

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.