

# Sustainable marketing (EM165M8AB1)

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

## Coordinator

**DOBROMIR STOYANOV**

## Lecturers

Instructor	Population	Email
DOBROMIR STOYANOV		

## 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

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**How the course contributes to the programme :**

## Description

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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

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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

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**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

## Outline

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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

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**Key concepts to understand :**

**Knowledge of :**

Sustainable marketing concept

## Teaching material

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### **Documents in all formats**

- Syllabus
- Worksheets
- Guide
- Newspaper articles
- Books
- Case studies

### **Software**

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

### **Additional electronic platforms**

- Slideshows
- Videos
- Other

## Recommended reading

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**Major works :**

1. Belz, F.M., & Peattie, K. (2012). Sustainability Marketing: A Global Perspective. 2nd ed. Business and economics
2. Pastore-Reiss, E. (2012) Les 7 clés du marketing durable. Eyrolles

3. Bascoul, G. & Moutot, J.-M. (2009). Marketing et développement durable : Stratégie de la valeur étendue. Dunod
4. Wimmer, W., LEE, K.M. Polak, J., Quella, F. (2010). ECODESIGN - The Competitive Advantage. Springer

**Further reading :**

**Research works by EM Strasbourg :**

## Assessment

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**Intermediate evaluation / continuous assessment 1 : Continuous**

written + oral / individual / English / weighting : 30%

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

**Intermediate evaluation / continuous assessment 2 : session n°6**

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

additional information : Mid-term test

**Intermediate evaluation / continuous assessment 3 : last session**

written + oral (25 min) / in group / English / weighting : 40%

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 (20%) is based on the written group work presentation prepared by the students at home (For example: 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 project presentation in class (20%).

## Grounds for expulsion from classes

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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.