

Sustainable marketing (EM165M8AB1)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Sustainable marketing : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Sales and Marketing
Year	2020
Semester	B
Open for visitors	yes (5 ECTS)
Available spots	45

Coordinator

DOBROMIR STOYANOV

Lecturers

Aucun intervenant pour ce cours

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 lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

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

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 :

Sustainable marketing concept

Teaching material

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

Major works :

1. Belz, F.M., & Peattie, K. (2012). Sustainability Marketing: A Global Perspective. 2nd ed. Business and economics
2. Dahlstrom, R. & Crosno J. (2017). Sustainable Marketing. 2nd edition, Chicago Business Press
3. Varadarajan, R. (2017). Innovating for sustainability: a framework for sustainable innovations and a model of sustainable innovations orientation. Journal of the Academy of Marketing Science, 45(1), 14-36.

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 : 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

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.