

Sustainable marketing (sem B)

EM165M8AB2

Semestre

B

Discipline

Marketing

Volume horaire

27 H

Nombre de places

45

Ouvert aux visiteurs

Oui

Langue

EN

Responsable

Dobromir STOYANOV



Liste des intervenants

Intervenant(s)	Email	Volume horaire CM
Dobromir STOYANOV	dstoyanov@unistra.fr	27 h

Contribution pédagogique du cours au programme

Aucune contribution pédagogique associé à ce cours pour ce programme.

Descriptif

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.

Organisation pédagogique

Face-to-face

- Lectures
- Tutorials

In group

- Exercises
- Oral presentations
- Projects
- Case studies/texts

Interaction

- Discussions/debates

Others

Aucun élément de cette liste n'a été coché.

Objectifs pédagogiques

Cognitive domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 1) Define sustainability in a marketing context
 - - (niv. 2) Distinguish traditional marketing from the sustainable one
 - - (niv. 3) Apply different approaches for creating, communicating and delivering sustainable customer value
 - - (niv. 4) Analyze critically the sustainability performance of well-known greenwashing companies such as Coca-Cola and McDonalds and make relevant suggestions for actual improvements.
 - - (niv. 5) Develop a basic marketing strategy for a sustainable product
 - - (niv. 5) justify the importance of sustainable marketing in today's business
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Affective domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 1) Identify sustainability gaps in consumer behaviour, business performance and governmental policy.
 - - (niv. 2) Discuss the integration of the sustainable development concept by marketing
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Objectifs de développement durable abordés

Aucun objectif de développement durable n'a été coché.

Plan / Sommaire

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
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Prérequis nécessaires

Connaissances en / Notions clés à maîtriser

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.

Supports pédagogiques

Mandatory tools for the course

- Computer

Documents in all formats

- Photocopies
- Newspaper articles
- Case studies/texts

Moodle platform

- Interface to submit coursework

Software

Aucun élément de cette liste n'a été coché.

Additional electronic platforms

Aucun élément de cette liste n'a été coché.

Bibliographie recommandée

Ouvrages principaux

1. Belz, F.M., & Peattie, K. (2012). Sustainability Marketing: A Global Perspective. 2nd ed. Business and economics
 2. Dahlstrom, R. & Crosno, J. (2021). Sustainable Marketing. 3rd. ed., Chicago Business Press
 3. Sharma R. R. et al. (2021). Sustainability Marketing. New Directions and Practices. Emerald Publishing
 4. Martin, D. & J. Schouten (2014). Sustainable Marketing. New International edition, Pearson-Prentice Hall.
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Littérature complémentaire

Aucun ouvrage n'a été renseigné.

Travaux de recherche de l'EM : Veillez à mobiliser au moins une ressource

Peuvent être renseignés les manuels coordonnés, les traductions de manuel, les études de cas traduites etc...

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.

Stoyanov, D. (2021). The role of vending channels in marketing: A systematic review and taxonomy of studies. Journal of Consumer Affairs.

Modalités d'évaluation

Liste des modalités d'évaluation

Evaluation intermédiaire / contrôle continu 1 Autre (date, contrôle surprise...) : Continuous evaluation for every session

Ecrite et orale (40 min) / individuelle / Anglais / pondération : 40 %

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

Cette évaluation sert à mesurer ILO2.2-PGE, ILO2.3-PGE, ILO3.1-PGE, ILO4.1-PGE

Evaluation intermédiaire / contrôle continu 2 Séance n° 6

Ecrite (180 min) / individuelle / Anglais / pondération : 30 %

Précisions : Midterm test

Cette évaluation sert à mesurer ILO1.1-PGE, ILO1.3-PGE, ILO2.2-PGE, ILO3.1-PGE, ILO3.2-PGE, ILO4.1-PGE

Evaluation intermédiaire / contrôle continu 3 Dernière séance

Ecrite et orale (30 min) / en groupe / Anglais / pondération : 30 %

Précisions : 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%).

Cette évaluation sert à mesurer ILO1.1-PGE, ILO1.3-PGE, ILO2.2-PGE, ILO2.3-PGE, ILO3.1-PGE, ILO3.2-PGE, ILO4.1-PGE