

# Sustainable marketing (sem B)

**EM165M8AB2**

## Program

**PGE**  
Visitants

## UE

Sustainable marketing

## Semester

B

## Discipline

Marketing

## Contact hours

27 H

## Number of spots

45

## Open to visitors

Yes

## Language



## Coordinator

Dobromir STOYANOV



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## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Dobromir STOYANOV	<a href="mailto:dstoyanov@unistra.fr">dstoyanov@unistra.fr</a>	27 h

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**Pedagogical contribution of the course to the program**

**No educational contribution associated with this course for this program.**

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## **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.

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## **Teaching methods**

### **Face-to-face**

- Lectures
- Tutorials

### **In group**

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

### **Interaction**

- Discussions/debates

### **Others**

**No items in this list have been checked.**

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## **Learning objectives**

### **Cognitive domain**

Upon completion of this course, students should be able to

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

Upon completion of this course, students should be able to

- - (level 1) **Identify** sustainability gaps in consumer behaviour, business performance and governmental policy.
  - - (level 2) **Discuss** the integration of the sustainable development concept by marketing
  - - (level 3) **Justify** the necessity for sustainable marketing strategy in today's business.
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### **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
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### **No prerequisite has been provided**

#### Knowledge in / Key concepts to master

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.

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## Teaching material

### Mandatory tools for the course

- Computer

### Documents in all formats

- Newspaper articles
- Case studies/texts

### Moodle platform

**No items in this list have been checked.**

### Software

**No items in this list have been checked.**

### Additional electronic platforms

**No items in this list have been checked.**

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## Recommended reading

Main reading material

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. Martin, D. & J. Schouten (2014). Sustainable Marketing. New International edition, Pearson-Prentice Hall.
4. Sharma R. R. et al. (2021). Sustainability Marketing. New Directions and Practices. Emerald Publishing

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Additional literature

**No reading material has been provided.**

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### EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

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.

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## Assessment

### List of assessment methods

**Intermediate assessment / continuous assessment 1** Other (date, pop quiz, etc.) : Continuous evaluation for every session

Written and oral (40 Min.) / Individual / English / Weight : 40 %

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

**Intermediate assessment / continuous assessment 2** Class no. 6

Written (180 Min.) / Individual / English / Weight : 30 %

**Details :** Midterm test

**Intermediate assessment / continuous assessment 3** Last class

Written and oral (30 Min.) / Group / English / Weight : 30 %

**Details :** 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%).