

Sustainable marketing (sem B)

EM165M8AB2

Program

PGE
Visitants

UE

Sustainable marketing

Semester

B

Discipline

Marketing

Contact hours

27 H

Number of spots

45

ECTS

5

Open to visitors

Yes

Language



Coordinator

Dobromir STOYANOV



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Dobromir STOYANOV	dstoyanov@unistra.fr	27 h

Pedagogical contribution of the course to the program

Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management

Developing a strategic and managerial vision in a complex, uncertain and changing environment

Design solutions adapted to organizational problems by applying relevant methodologies

Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable

Recommend decision making by taking a critical approach to driving change in organizations

Effectively argue his ideas orally and in writing with a professional posture

Mettre en place un management responsable par des pratiques reflétant les valeurs d'éthique, de diversité et de développement durable

Critically assess issues related to diversity, ethics and sustainability in the context of their professional practice

Co-creating responsible management in one's professional practice

Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"

Communicate in a professional context in (foreign) languages, in writing and/or orally

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.

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.

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
 - - (level 5) **justify** the importance of sustainable marketing in today's business
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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
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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

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.

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Photocopies
- Newspaper articles
- Case studies/texts

Moodle platform

- Interface to submit coursework

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

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. 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.

Additional literature

No reading material has been provided.

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.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1Other (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.

This evaluation is used to measure ILO2.2-PGE, ILO2.3-PGE, ILO3.1-PGE, ILO4.1-PGE

Intermediate assessment / continuous assessment 2Class no. 6

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

Details : Midterm test

This evaluation is used to measure ILO1.1-PGE, ILO1.3-PGE, ILO2.2-PGE, ILO3.1-PGE, ILO3.2-PGE, ILO4.1-PGE

Intermediate assessment / continuous assessment 3Last 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%).

This evaluation is used to measure ILO1.1-PGE, ILO1.3-PGE, ILO2.2-PGE, ILO2.3-PGE, ILO3.1-PGE, ILO3.2-PGE, ILO4.1-PGE