

MKT366 Sustainability Marketing

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

This course develops a sustainability-oriented vision of marketing and the knowledge and skills necessary to successfully market sustainable products and services. With an in-depth analysis of socio-environmental priorities and an integration of social, ethical and environmental values into marketing strategy development, marketing can go beyond serving business priorities to contribute to the transformation of society into a more sustainable one. At the end of the course, students will be able to understand the key elements of developing a successful marketing strategy and branding approach for a sustainable market offering. The course also reviews global trends and issues that influence sustainable product success. Topics covered provide the basis for students to construct solutions that are information-driven, resilient and sustainable.

Topics:

- Elements of sustainable marketing
- Role of information in sustainable solution design
- Sustainable issues and opportunities
- Business logic for sustainability
- Corporate social responsibility
- Social enterprises
- Sustainable products
- Sustainable channel networks
- Sustainable marketing communications
- Sustainable pricing
- Sustainability reporting
- The future of sustainability marketing

Textbooks:

Frank-Martin Belz, Ken Peattie: Sustainability Marketing: A Global Perspective, 2nd Edition 2 John Wiley & Sons
ISBN-13: 9781118511930

Learning Outcome:

- Evaluate how a sustainability-oriented vision of marketing can be used to create solutions that benefit the organisation and society.
- Examine socio-ecological issues and their impact on marketing.
- Analyse information requirements for sustainability marketing solutions.
- Discuss the future of sustainability in marketing.
- Formulate sustainability marketing objectives and strategies.
- Construct the sustainability marketing mix.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	18
	GBA - VIDEO 1	14
	GBA - PPT 1	6
	PARTICIPATION 1	12
Overall Examinable Components	Written Exam	50
Total		100