Standard Course Outline

Marketing and Sustainability
MKTG 667

1. **General Information:**
   - Units: 3 credits
   - Prerequisites: Graduate Standing and Permission of Instructor
   - Course Coordinator: Ingrid Martin and Chair
   - Date Prepared: September 2014

2. **Catalog Description:**
   Topics in the sustainability and marketing. Integration of profit, environment and society into marketing decision-making. Analysis and development of sustainable business situations and alternatives. Learn to develop realistic and feasible sustainable marketing strategies.

3. **Course Learning Objectives:**
   - **Learning goals – Critical Thinking:** Students will demonstrate conceptual learning, critical thinking, and problem solving skills of consumer behavior and marketing. They will demonstrate this set of skills by:
     (a) Analyzing the various influences on consumer behavior processes
     (b) Analyzing how marketers affect consumer behavior processes.
   - **Learning Goal – Ethics:** Students will understand the larger ethical and social responsibility consequences of marketing practices around the world, especially in emerging markets, and will make marketing decision using ethical, legal, and socially responsible choices.
   - **Learning Goal – Application:** Students will demonstrate an ability to create a detailed marketing plan and implementation schedule for a company operating in foreign markets, or critically evaluate existing marketing strategies and tactics.

NOTE: The program level learning objectives are not assessed in MKTG 667.

4. **Outline of Subject Matter:**
   This is a listing of the subject matter that must be covered in this course. It does not preclude other topics that are part of the Marketing area or the depth of some topics. Multiple-choice exams are not allowed. All written individual and team assignments must be submitted through plagiarism detection software programs such as Turnitin. The possibilities include case analyses, essay exams, projects, and other more advanced testing techniques that allow the professor to evaluate the student’s achievement of the course learning goals.

There are very few textbooks for this course. Two of the best include the following:

Journal articles on sustainability and business topics are also relevant for graduate level courses. Some recommendations include:

A large array of cases is available from different sources including the following:
- Harvard Business School Publishing
- University of Michigan, Ross School of Business, GlobalLens
- Darden School, University of Virginia
- Ivey School, Western University
- Stanford Business School

The course should have three main components that allow each individual’s analytic talents to emerge: (1) problem-solving exercises/experiential activities, (2) case analyses and discussions using HBR (Harvard Business School) cases or other equivalent level cases, and (3) a client project based on integrating sustainability into business solutions. An additional component could be other types of analytical group exercises such as in-class simulation games and other active learning games. Class participants will have to think at various corporate levels to maximize their learning experience including at the levels of Director and/or V.P. of Marketing and CEO.

We expect faculty to spend at a minimum 80% of the scheduled class meeting time covering the following topics:

<table>
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<tr>
<th>Topics and examinations:</th>
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<tbody>
<tr>
<td>1 Regulation and The Triple Bottom Line framework of sustainability.</td>
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<td>2 Sustainability and Marketing strategy</td>
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<td>3 Supply Chain Strategy and Sustainability -</td>
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<td>4 Lifecycle Analysis Models</td>
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<td>5 Sustainable Consumer Behavior and Other Stakeholders</td>
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<td>6 Pricing, Costing, and Sustainability</td>
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<td>7 Communication and Sustainability</td>
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<td>8 The Ethics of Greenwashing</td>
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<td>9 Innovation/New Product Development and Sustainability</td>
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<td>10 Implementation and Control of Sustainability and Marketing Strategy</td>
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Additional possible topics that could be covered include fair trade and poverty, alternative energy, social entrepreneurship.
5. **Instructional Policies**: 

- **Grading Policy**:  
  - Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade. See academic senate policy ([http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/](http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/))

- **Policy on Classroom Behavior**:  
  - All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
  - Students are responsible for what transpired if they miss a class. It is the student’s responsibility to contact the instructor or a classmate to determine what was missed. See “Policy on Make-up Exam and Assignments” below.
  - Talking and other disruptive behavior are not permitted while classes are in session.
  - Students are expected and must do ORIGINAL work for all assignments, including exams. See “Academic Integrity” policy below.
  - It is the student’s responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.

- **Policies on Withdrawal, Late Withdrawals, and Incompletes**:  
  - The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.

- **Academic Integrity**:  
  - Students are expected to do original work for all assignments, including exams. Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials. Students are expected to adhere to CBA ([http://www.csulb.edu/colleges/cba/dean/academic-integrity/](http://www.csulb.edu/colleges/cba/dean/academic-integrity/)) and University policies regarding Academic Integrity ([http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/](http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/)). Please avoid an embarrassing or unfortunate situation.

- **Campus Computer/Network Usage**:  
  - Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “Policy Governing Access to and Use of CSULB Computing Resources”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

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1 Please refer to the most recent university instructional policies.
• Disabilities:
  o Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.