

# Standard Course Outline

## MKTG 405 Green Marketing and Sustainability

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### I. General Information

- ♦ Course number: MKTG 405
- ♦ Title: Green Marketing and Sustainability
- ♦ Units: 3 credits
- ♦ Prerequisites: MKTG 300, IS 301 (IS 301 waived for MKTG minors)
- ♦ Course Coordinator: Dr. Sam Min
- ♦ SCO Prepared by: Dr. Mary McKinley
- ♦ Date prepared/revised: 04/2020

### II. Catalog Description

Applying marketing principles to understand customers' expectations about environmental and social impacts; environmentally-friendly product strategies; green branding; social marketing; cause-related marketing; the role of marketing in social innovation and entrepreneurship; eco-labeling; fair trade, organic, and environmental certifications. Letter grade only (A-F).

### III. Curriculum Justification(s)

Successful companies are those that are able to meet consumer needs profitably over the long term in ways that conserve resources. Business students who will become managers in those companies have the opportunity to help their employer do well by doing good thanks to the understanding of the issues in this course and the practical tools they will develop

### IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development

- **Learning goals – Critical Thinking:** Students will demonstrate their understanding of green marketing and its relevance to consumption. They will also demonstrate that they can analyze consumer behavior and translate their analysis into green marketing implications. They will demonstrate an ability how to manage a firm that is dependent on renewable natural resources in a sustainable manner.
- **Learning Goal – Communication:** Students will demonstrate that they are able to work in teams via a team-prepared written project involving fieldwork. This project is presented in class to develop oral communication skills.

## **V. 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. All written individual and team assignments must be submitted through plagiarism detection software programs such as Turnitin.

Topics and examinations:

1. Regulation and The Triple Bottom Line framework of sustainability
2. Sustainability and Marketing strategy
3. Supply Chain Strategy and Sustainability
4. Lifecycle Analysis Models
5. Sustainable Consumer Behavior and Other Stakeholders
6. Pricing, Costing, and Sustainability
7. Communication and Sustainability
8. The Ethics of Greenwashing
9. Innovation/New Product Development and Sustainability
10. Implementation and Control of Sustainability and Marketing Strategy

## **VI. Methods of Instruction**

- Traditional
- Hybrid
- Local Online
- Distance Education

## **VII. Information about Textbooks/Readings**

There are a limited number of textbooks for this course. The following textbooks are recommended:

- Green Marketing Management, Robert Dahlstrom (2012) South-Western College Pub;
- Sustainability Marketing: A Global Perspective, Frank-Martin Pelz and Ken Peattie, Wiley, 2012, Second Edition.

## **VIII. Instructional Policies Requirements**

### **A. 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.



- Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and / or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.
- See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

#### **B. 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.
- See also [Department of Marketing Classroom and Online Conduct Policies](#).

#### **C. 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 COB.

#### **D. 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 the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

#### **E. 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.

## **IX.Course Assessment and Grading**

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 of basic business cases at the undergraduate level, and (3) a team project based on fieldwork and critical analysis of a local firm. An additional component could be other types of analytical group exercises such as in-class simulation games and other active learning games.

Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and / or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.

## **X. Disabilities:**

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: [bmac@csulb.edu](mailto:bmac@csulb.edu).

## **XI.Assistive Technology**

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

## **XII. Consistency of SCO Standards across Sections**

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

## **XIII. Additional Resources for Development of Syllabi**

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)



California State University, Long Beach

**College of Business**

- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)