

Standard Course Outline

MKTG 667 Marketing and Sustainability

I. General Information

- ♦ Course number: MKTG 667
- ♦ Title: Marketing and Sustainability
- ♦ Units: 3 credits
- ♦ Prerequisites: MKTG 500
- ♦ Course Coordinator: Ingrid Martin and Department Chair
- ♦ Date prepared/revised: October 2020

II. Catalog Description

Topics in 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. Letter grade only (A-F).

III. Curriculum Justification(s)

Marketing research is a vital component of management decision-making. The tools and techniques of marketing research allow managers to gain valid and reliable information about consumers, customers and the market environment. This information is used to make strategic and tactical decisions in a structured and rational way thereby increasing the probability that a firm's efforts will be successful. It is imperative that managers understand research methods and data analysis so they can judge the appropriate use of marketing research information and understand its decision value.

This course is aimed at the marketing manager, the ultimate user of research and who is often responsible for shaping the scope and direction of marketing research activities conducted on the firm's behalf. To this end, the objective of this course is to teach the effective application of marketing research methods in decision making.

IV. Course-Level Learning Goals

- **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:
 - Analyzing the various influences on consumer behavior processes
 - 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.

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. 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.

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

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

Additional possible topics that could be covered include fair trade and poverty, alternative energy, social entrepreneurship.

VI. Methods of Instruction

A. Instruction Mode

- Traditional
- Hybrid
- Local Online
- Distance Education

B. Classroom Activities

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.

C. Extent and Nature of Technology Use:

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.

VII. Information about Textbooks/Readings

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

- *Sustainability Marketing: A Global Perspective*, Frank-Martin Pelz and Ken Peattie, Wiley, 2012, Second Edition.
- *Sustainable Enterprise: A Macromarketing Approach*, Mark Peterson, Sage Publications, 2013, First Edition.

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

- Journal of Consumer Research, Journal of Public Policy and Marketing, Journal of Macromarketing (e.g. V.34(3), 2014 and V. 35(1), 2015)

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

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.

IX. 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.

X. 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.

XI. 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.

XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)