

AMDM323 – Sustainable Marketing and Ethics

Course Title	Sustainable Marketing and Ethics				
Course Code	AMDM323				
Course Type	Elective				
Level	BA (Level 1)				
Year / Semester	4 th year/ 7 th semester				
Teacher's Name	Dr Athanasia Tziortzi / Dr Danae Harmandas				
ECTS	6	Lectures / week	3	Laboratories/week	-
Course Purpose	<p>The purpose of this course is to introduce students to one of the most contemporary issues in marketing, ethical and sustainable Marketing. Emphasis is placed on how sustainable and ethical practices influence different aspects of the marketing function.</p> <p>This course is fundamental in enabling students to use appropriate tools and processes in order to develop ethical and sustainable practices that will increase customer value and create a lasting competitive advantage. This knowledge is essential for students pursuing a career in any area of business administration.</p>				
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Identify and interpret the impact of social, economic and environmental change 2. Apply sustainability processes into marketing tactics and strategies 3. Argue for sustainability response mechanisms. 4. Employ sustainable marketing ideas to a range of stakeholders 5. Identify the principal 'toolkits' currently used by practitioners to recognise and appropriately resolve natural environmental and social sustainability issues in business 				
Prerequisites	ABSM101	Corequisites	None		
Course Content	<ol style="list-style-type: none"> 1. Introducing Sustainable Marketing <ul style="list-style-type: none"> • The meaning of sustainability • The evolution of sustainable marketing 2. Sustainable Marketing Strategy <ul style="list-style-type: none"> • How to make the business case for sustainability • Useful frameworks for understanding sustainable marketing • How to create and implement a sustainable marketing strategy 				

- The strategy process

3. **The Marketing Environment And Processes**

- The social-cultural environment
- The economic environment
- The competitor environment
- The technology environment
- The political-legal environment
- The natural environment

4. **Ethical Dimensions Of Sustainable Marketing**

- The relationship between business and society
- Underlying principles of responsible business: Value, balance, and accountability

5. **Consumer behaviour and the ethical consumer**

- The nature of sustainable consumption
- Consumer engagement in marketing processes
- Consumer motivation and sustainable consumption
- Consumer decision processes and sustainable consumption
- Sustainability and consumer involvement
- The role of culture in sustainable consumption
- Segmentation for sustainability

6. **Sustainable Products And Services**

- Product stewardship
- Service-dominant logic
- Product sustainability using the Natural Step Framework
- Developing sustainable new products
- Sustainable services
- Sustainable Branding And Packaging

7. **Sustainability in the marketing mix**

- Developing sustainable channel operations
- Sustainability In The Value Chain
- Barriers to sustainable pricing
- Sustainable pricing strategies
- The keys to sustainable marketing communication

8. **Sustainability In The Promotion Mix—Methods, Media, and Customer Relationships**

- Advertising

	<ul style="list-style-type: none"> • Public relations and publicity • Sales promotions • Personal selling and trade shows • Customer relationship management and direct marketing <p>9. Digital Media And Sustainable Marketing</p> <ul style="list-style-type: none"> • Digital communication and sustainable marketing • Current uses of digital media in sustainable marketing communication
Teaching Methodology	<p>The taught part of this course is delivered to the students by the means of thought 3 hour lectures per week with the help of power point presentations. Video and other visual material is also used to demonstrate the application of the course’s content by real life companies and to provide students with information by experts (e.g. CEO’s, marketing professionals).</p> <p>In addition to the lectures, students are encouraged to participate in active discussions, questions and answer and debates. In class group work involving brainstorming and cooperative learning is an important part of this courses teaching methodology. Students are often requested to work on small tasks/challenges or short case studies in order to consolidate the theoretical concepts taught.</p>
Bibliography	<p>(a) <u>Textbooks:</u> Belz, F., and Peattie, K. (2012). Sustainability Marketing: A Global Perspective. John Wiley & Sons, Ltd.</p> <p>Martin, D. and Schouten, J. (2014) Sustainable Marketing. Pearson Education</p> <p>Altinbasak-Farina, S. and Burnaz, S. (2019) Ethics, Social Responsibility and Sustainability in Marketing. Springer [Chapters 2, 6, 7, 10, 11, 13, 14]</p> <p>(b) <u>References:</u></p> <p>Books</p> <ul style="list-style-type: none"> ○ Jobber, D. And Ellis-Chadwick, F. (2019) Principles and Practice of Marketing (9th Edition). McGraw Hill ○ Kotler P. and Armstrong, G. (2018) Principles of Marketing (17th Edition). Pearson Education <p>Journal articles</p> <ul style="list-style-type: none"> ○ Diez-Martin, F., Blanco-Gonzalez, A. and Prado-Roman, C. (2019) Research Challenges in Digital Marketing:

	<p>Sustainability. Sustainability, 11 (2839) (https://www.mdpi.com/2071-1050/11/10/2839/htm)</p> <ul style="list-style-type: none"> ○ Peattie, K., and Belz, F. (2010) Sustainability marketing — An innovative conception of marketing. Thesis 27, p. 8–15 ○ Kemper, J. A. and Ballantine, P. W. (2019) What do we mean by sustainability marketing?. Journal of Marketing Management, 35(3-4), p. 277-309 ○ McDonagh, P. and Prothero, A. (2014) Sustainability marketing research: past, present and future. Journal of Marketing Management, 30(11-12), p. 1186-1219 ○ Papadas, K.-K., Avlonitis, G. J., Carrigan, M. and Piha, L. (2019). The interplay of strategic and internal green marketing orientation on competitive advantage. Journal of Business Research, 104, p. 632-643 ○ Tollin, K., and Christensen, L.B. (2019) Sustainability marketing commitment: empirical insights about its drivers at the corporate and functional level of marketing. Journal of Business Ethics, 156, p. 1165–1185 <p>Suggested Journals</p> <ul style="list-style-type: none"> ○ European Journal of Marketing ○ International Journal of Advertising ○ International Journal of Marketing Communications ○ Journal of Business Ethics ○ Journal of Marketing ○ Journal of Promotion Management ○ Sustainability <p>Useful Links</p> <ul style="list-style-type: none"> ○ Advertising Age www.adage.com ○ Business green https://www.businessgreen.com/ ○ DIGIDAY www.digiday.com ○ Green Marketing tv https://www.greenmarketing.tv/ ○ Marketing Week www.marketingweek.com ○ MarketingProfs www.marketingprofs.com ○ New York – Sustainable business https://www.nytimes.com/topic/subject/sustainable-business
<p>Assessment</p>	<p>(a) <u>Methods:</u></p> <p>Students will be assessed as follows:</p> <p><u>Final exam</u> <u>Course work</u></p> <ul style="list-style-type: none"> ○ Group assignment ○ Mid term exam ○ Oral Presentation <p>(b) <u>Criteria:</u></p>

Final/Mid term exams: Assessment criteria are available to the students in relation to each of the written exams (final, mid term)

- Each question is however assessed using the following general criteria :
 - 86%-100% excellent/comprehensive answers
 - 76%-85% very well answered questions
 - 66%-75% well answered questions
 - 50%-65% satisfactory answered questions
 - 0%-49% poor or incorrect answers

Assessed Group Assignment and Oral Presentation

*The group assignment assessment criteria will be presented in the context of the group assignment guidelines that will be given to the students in due time

*The oral presentation assessment criteria are as follows:

	Maximum mark
Preparation	15
PPT presentation (Clear, not overcrowded)	15
Content	20
Organization of information	15
Ability to answer questions	20
Adherence to time limit	15
MAXIMUM TOTAL MARK	100

*Note: A detailed explanation of each of the criteria is given to the students in the form of assignment and presentation guidelines

(c) Weights:

- Final exam: 60%
- Group assignment: 20%
- Mid term exam: 15%
- Presentation: 5%

Language	English
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