

# MARKETING & SUSTAINABILITY

Starting in September 2022, Huron will offer a Specialization and Honors Specialization in **Marketing & Sustainability** within the Management and Organizational Studies department.

A quickly emerging field, Marketing & Sustainability will help students learn about the business of promoting, advertising and consumption behaviours while lowering harm to the environment and ethically and equitably increasing the quality of life and well-being - presently and for future generations.

## WHY MARKETING & SUSTAINABILITY

Marketing graduates today are not only expected to help their organizations build profitable relationships with customers, but also help their organizations ensure that value is provided to society and the planet at large. By combining the concepts of marketing and sustainability into one specialization, we are addressing the changing landscape in which marketing activities take place and better preparing students for their future careers.

Consumers and stakeholders are now demanding companies meet the “triple bottom line” of profit, people, and planet; that is, delivering not only economic, but also societal and environmental benefits. Graduates of this program will pursue a variety of meaningful career paths, providing important value to organizations, states, and our planet.



## ADVANTAGES OF MARKETING & SUSTAINABILITY AT HURON

- Graduates will be highly sought-after by successful companies and organizations that have pivoted to a more sustainable approach to their business processes.
- Having combined expertise in both marketing and sustainability will demand competitive salary packages.
- Working in this field will allow the opportunity to make a lasting, positive impact on surrounding communities, both at the local and global levels.
- This specialization will leverage Huron's liberal arts model and extensive teaching resources to provide students with *interdisciplinary perspectives* that will enhance their creativity and ability to innovate.

## COMMON COURSE TOPICS IN MARKETING & SUSTAINABILITY

- Environmental consumer behavior
- Marketing research
- Digital marketing
- Sustainability principles
- Corporate social responsibility
- Social science research approaches
- Data analysis
- Marketing campaigns and tactics

## CAREER OUTCOMES

- Green marketing specialist
- General marketing
- Environmental consultant
- Government
- Corporate strategist
- Marketing analyst
- Brand manager
- Public relations
- Consumer behavior

## REQUIREMENTS

Students must first complete first year requirements in the M.O.S. program in order to be eligible to apply for the Marketing & Sustainability specialization in their second year. Visit the website [huronatwestern.ca/programs/management-and-organizational-studies/](http://huronatwestern.ca/programs/management-and-organizational-studies/) for more details regarding first year requirements.

***"This new specialization is designed to train students on helping organizations make profitable and evidence-based marketing decisions that also have a positive long-term impact on societal and environmental welfare. In essence, students will learn to create and implement successful long-term marketing strategies that are socially and ecologically sustainable."***

**DR. MATTHEW MAXWELL-SMITH, Faculty lead for Marketing & Sustainability**



**Huron**  
AT WESTERN

1349 Western Rd. London, ON Canada N6G 1H3

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