



MARKETING & SUSTAINABILITY (MOS)

Shaping a Sustainable Future

Sustainable Strategies for Impactful Marketing

Marketing & Sustainability examines how promotion, advertising, and consumption behaviours can be aligned with practices that reduce environmental harm, while supporting ethical and equitable improvements in quality of life and well-being.

Marketing graduates today are expected to build profitable customer relationships while also creating value for society and the planet. Combining marketing with sustainability equips students to navigate a changing landscape, and pursue impactful careers.

Where Curiosity Leads, Passion Follows

Your first year builds a strong foundation for your degree.

With core courses in Economics, Math, Business, and Computer Science, you'll develop essential skills in analysis, communication, and problem-solving. You'll also have room to explore a wide range of subjects across different disciplines.

Customize your Degree

Combine modules like specializations, majors, and minors to build a path that matches your passions and goals.

Marketing & Sustainability ♦♦

Major must be combined with a second non-MOS Major in an honours degree.

Legend: ● Honours Specialization ♦ Specialization ▲ Major ■ Minor

Course Examples

MOS 4511: Advances in Sustainability and Consumer Behaviour

MOS 2320: Marketing Communications

MOS 3423: Sustainability Marketing

The Huron Advantage

With our small class sizes and dedicated faculty, we challenge our students to be **Leaders with Heart** by prioritizing ethical leadership, community engagement, and professional success. Our programs encourage civic responsibility, and compassion, inspiring students to make a positive impact in the world.

Guaranteed Internship Opportunities

At Huron, opportunity isn't just something you wait for, it's something you prepare for and pursue, with support.

Every student is guaranteed a paid internship opportunity and volunteer positions by working with their career coach for 1:1 support to develop a personalized 4-year plan. Whether you're looking for a meaningful internship, community engagement, or a post-graduation launchpad, our Careers & Experiences team is here to help you explore, apply, and succeed.

Learn more about Careers & Experiences at huronu.ca.

Where Marketing & Sustainability Can Take You

This program provides a strong foundation in marketing strategy and sustainable practices, preparing graduates to drive responsible innovation and consumer engagement across diverse sectors.

What Do Our Grads Do?

- Green Marketing Specialist
- Social Media and Digital Content Specialist
- Sustainability or ESG Consultant
- Government
- Corporate Strategy and Leadership
- Marketing Analyst
- Brand Manager
- Public Relations and Marketing Communications
- Operations and Supply Chain Innovation
- Marketing Research
- Sales
- Product Marketing and Management
- Graduate Studies

"This 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



Beyond the Classroom

- **Hands-on, community-based learning:** Gain real-world experience through industry tours, consulting projects with small businesses, governance support for community agencies, and open discussions with business leaders.
- **Bringing theory to life:** Apply course concepts in meaningful, real-time settings that connect classroom learning to the broader community.



CAREER INTERNSHIPS

Get paid part-time experience during the school year or full-time in summer. These roles align with your interests and help build your resume with real-world value.

ACADEMIC INTERNSHIPS

Earn while you learn. Take 4–16 months off between Year 3 and Year 4 for a full-time, for-credit, paid internship. Many students receive job offers after completion.



RESEARCH INTERNSHIPS

Work with a Huron faculty member for support on a student research fellowship with funding up to \$1,500 or a paid research assistant opportunity.



ENTREPRENEURIAL INTERNSHIPS

Get support to ideate, plan, and launch a new business. You'll get 1:1 coaching, access to funding, and other resources to set you up for success.



Travel Study

Embark on an international adventure and gain hands-on experience, build community, and explore different cultures. Huron University provides experiential learning opportunities abroad, as well as support to students for international exchanges.



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PROGRAM ONLINE**