

Brief Course Outline

Course Title: Sustainability Marketing

Course Number and Section:

MOS

3423G 550

Instructor Name(s): Matthew Maxwell-Smith

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Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL is the official and authoritative source of information for the course.

Course Description:

Within the broader framework of sustainability, this course will build knowledge and critical thinking skills in researching, planning and developing marketing strategies to help organizations meet the triple bottom line (people, planet, profit). Topics to be discussed include developing sustainable business models to drive innovation and competitive advantage, understanding consumer expectations and behaviour on sustainability, using sustainability principles in the design and packaging of products and creation of value chains, and communicating sustainable value propositions.

Learning Outcomes:

- Understand the historical background and context of sustainability marketing
- Identify and interpret the impact of social, economic and environmental change and the opportunities and threats these pose to individuals, the firm and society;
- Incorporate sustainability principles into marketing tactics and strategies, including marketing planning and implementation;
- Develop an appreciation for the relationship between sustainable business practices and societal and ecological welfare;
- Communicate to others about the benefits of integrating sustainability principles and objectives into marketing efforts.

Textbooks and Course Materials:

There are two sources of assigned readings: the required textbook and articles posted by your instructor.

Required: Belz, Frank-Martin & Peattie, Ken (2012). Sustainability Marketing: A Global Perspective (2nd Edition). Wiley. ISBN: 978-1-119-96619-7.

You can purchase an eBook (electronic-access only) or a print copy from the Western book store.

Additional readings from academic journals, practitioners' journals and the popular press

are also assigned periodically, to illustrate and expand upon the concepts covered in the text (see Section 7.0).

Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Midterm		20
Final Exam		25
Individual Carbon Footprint assignment		5
Individual participation		15
Group Assignment: Industry Consultation		10
Group Term Project		25

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.

Thursday, December 5, 2024