

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 Brightspace 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: one outcome per entry

- 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:

Required: Belz, Frank-Martin & Peattie, Ken (2025). Sustainability Marketing: A Global Perspective (3rd Edition). Wiley. ISBN: 978-1-394-28894-6.

Additional required readings from academic journals, practitioners' journals and the popular press are also assigned periodically (at no additional cost).

Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Midterm		20

Assignment	Due Date mm/dd/yy	Weight - %
Final Exam		25
Carbon Footprint assignment		5
Participation		15
Industry Consultation Assignment		10
Term Project		25

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

Wednesday, December 24, 2025

Huron Brief Course Outline

In-course Costs

\$100.95

For Textbooks and Course Materials (below), you are required to include the cost of each textbook or other learning material.

Note whether there are any restrictions that would prevent a student from using a second-hand copy. Here is some suggested text:

- Required textbook: [author, title, edition, publisher, date]. Cost: [insert amount].
 - Or include the weblink of the textbook's publisher site that includes the cost information.
- Students need to purchase this edition. Second-hand or older editions will not be sufficient.
- OR Students are welcome to purchase second-hand or earlier editions of this textbook.
- This course has an optional field trip that costs [insert amount].
- This course has a required field component that costs [insert amount].