

Module Outline

Module Code : MKT3761D/MKT3422D
Module Title : Sustainability Marketing
Semester : Semester II, AY20/21
Faculty : Ms Regina Yeo
Department : Marketing
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MODULE DESCRIPTION

Sustainability is a practice and an evolving process. It is a balancing act as companies aim to create a long term view of implementing a business strategy that looks into cultural, social, environmental and ethical dimensions. As companies navigate through the challenges of understanding sustainability, business leaders acknowledge that organisational culture and change agents play an integral role in the shift toward embedding sustainability in the day-to-day business decisions and processes.

The module, Sustainable Marketing, places the role of marketing and communications as key to framing the right message and narrative in the sustainability agenda. In understanding the attitudes of consumers towards sustainable consumption, we learn to use marketing and communications for behavioural change towards a more sustainable lifestyle

LEARNING OUTCOMES

This module aims to help students:

1. Understand how industrialization and globalization are affecting the climate and community
2. Know the challenges and opportunities affecting sustainability
3. Know what makes an effective sustainability leader
4. Understand the conscious consumer
5. Apply key consumer behavior theories and concepts
6. Learn how businesses can support sustainability strategies through effective marketing and communications

TOPICS

- Sustainability and rewiring the economy
- Sustainability challenges and opportunities
- Regulatory environment and international policy
- Sustainability leadership
- Who is the conscious consumer?
- Marketing as a change agent
- Branding and marketing communications
- Best business practices in sustainability leadership and marketing

MODULE MATERIALS

Recommended Readings & Resources

Recommended readings and resources include online articles, documentaries and video clips on Youtube.

PREREQUISITE

MKT1003 or MKT1705 Principles of Marketing or comparable Basic Marketing module

ASSESSMENTS

(Subject to change. Exact details to be confirmed when the semester commences)

Components	Weight
Group Project	40%
Individual Assignment I	20%
Individual Assignment II	20%
Class Participation	20%
Total	100%

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’s own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

Course Schedule

Week	Topic
1	Introduction to Sustainability & Rewiring the Economy
2	Sustainable Consumption and Production
3	Sustainability Leadership & Partnerships
4	Sustainable Consumer Behaviour
5	Customer Experience Management
6	Design, Delivery & Innovation
	Recess Week 22 – 28 February 2021
7	Storytelling for Sustainability
8	Marketing & Communications as an Agent of Change
9	Case Study Discussion: Patagonia
10	Future of Sustainability
11	Putting it all together
12	Final Presentations I
13	Final Presentations II