

Module Outline

Module Code : MKT3724
Module Title : Sustainability Marketing
Semester : Semester 1, AY 2022/2023
Faculty : Ms Terri Seow
Department : Marketing
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Overview

Sustainability is increasingly becoming a necessity as corporations recognise that embedding sustainability in their business strategies will ensure longevity and bring forth more innovation and greater financial performance in the long run. As they navigate through the challenges of understanding sustainability, business leaders are mindful of the integral role their companies play in this evolving process.

This module, Sustainable Marketing, will give you the foundation needed to understand how corporates can tackle the issues of sustainability and how Marketing – given its strategic position within a company, can play a pivotal role in developing a brand that can positively impact its economic, social and environmental dimensions.

Module Objectives

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. Understand the conscious consumer
4. Apply key consumer behaviour theories and concepts
5. Learn how businesses can support sustainability strategies through effective marketing and communications
6. Know what makes an effective sustainability leader
7. Learn about the importance of collaboration

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

Here are some materials for background reading for the first few lectures:

1. Text Book: Sustainability Marketing. A Global Perspective. Frank-Martin Belz and Ken Peattie
2. <https://sdgs.un.org/goals> United Nations' Sustainability Development Goals
3. Concept of 'donut economies'
https://www.youtube.com/watch?time_continue=63&v=Rhcrbcg8HBw&feature=emb_title,%20or
4. 5 Ways to shift consumer towards Sustainable behaviour <https://theconversation.com/5-ways-to-shift-consumers-towards-sustainable-behaviour-120883>
5. **Innovation pathways towards creating integrated value: A conceptual framework**
https://www.waynevisser.com/wp-content/uploads/2020/11/STL_paper2_visser_civ_2017.pdf

Assessment

Assessment Components	Weightage
Group Project	40%
Class Participation	30%
Individual Essay	30%

Group Assignment:

You are the CMO of an SME, prepare a presentation to the CEO and the Board to

- **Justify the importance of integrating and investing in sustainability**
- **Explain in detail, your plan to use sustainability to improve the company's brand, profit and reputation**

Assignment due before the start of Week 12's lesson.

A copy of the presentation to be submitted in PDF format.

Students will be divided into 10 teams with 4 to 5 students each.

Each team will be given up to 15 mins to present, and 10mins Q&A.

All members of the team must present.

The rubrics is given on LumiNUS but essentially are:

- Analytical reasoning
- Feasibility of recommendations
- Articulation and conviction of ideas
- Organization of ideas/thought processes

Individual Essay:

Pick an a business, identify 1 risk and 1 opportunity it faces and how sustainability innovation can be built into the system to address either the risk or take advantage of the opportunity.

Due: Week 6

You will be writing an essay on the above topic. The assignment should follow this format:

- Your name, matric number, and class number on the top left corner
- 1 ½ line spacing
- Calibri (Body) 12
- Standard 2.5 cm margin
- You may include any form of graphics/images
- Maximum 800 words (State number of words at the end of the assignment, not inclusive of references and citations in main text)

You will have to submit a soft WORD copy by 2359 on Week 6 day of lecture on LumiNUS via the folder bearing your class name. Your soft file should be labelled by your class number, then your matriculated name followed by your matric number.

Turnitin will be used to check on plagiarism. Please do not exceed 20%. Late entries will not be accepted under Turnitin. Your instructor has the discretion to penalize for late submissions that were sent via email and essays that exceed the word limit.

Class Participation (30%): Students taking this course are requested to participate by giving responses to questions asked during class or contributing with ideas and suggestions to topics being discussed. Students who do so at least 10 times through Week 1 – 11 will be given full marks.

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>

About me . . .

I am an adjunct lecturer, working full time as Vice President, Marketing & Insights, leading the team across Asia Pacific for BBC Global News. Having started my career in advertising, I am a veteran in Marketing with more than 20 years of experience working with world renowned brands. An alumna of Cambridge Institute of Sustainability Leadership, Cambridge University I’m passionate about Sustainability and firmly believe the urgent need to preserve planet Earth for our next generation. I am an alumna of.

Schedule and Outline

Lesson/ Week	Topic	Chapter/ Reading/ Video	Activity (preparation / cases & assignments / follow-up readings & resources)
1	What is Sustainability? Where are we now? And how did we get here?	https://sdgs.un.org/goals https://www.slideshare.net/IGBPsecretariat/great-acceleration-2015	Getting to know you. Read article before coming to class.
2	Rewiring the economy – the role of corporates, government and finance	Case Studies: Life Buoy & Shake Shack	
3	Building a sustainable supply chain – Sustainable Production	https://ellenmacarthurfoundation.org/topics/circular-economy-introduction/overview https://sdgs.un.org/goals/goal12	
4	Sustainable Consumption	Chapter 4	Come with examples of innovative consumptions.
5	The Sustainable Consumer	Chapter 4	Guest speaker on Sustainability Tourism * TBC
6	Sustainability Communication – Part 1 Individual Essay due	Chapter 8	
	Recess Week		
7	Sustainability Communication – Part 2		
8	Sustainability Pricing and Triple Bottom Line		
9	Marketing as a Change Agent		
10	Sustainability Leadership		
11	Achieving Corporate Sustainability Goals		Guest Speaker
12	Group Project Presentation – Groups 1 - 5		
13	Group Project Presentation – Groups 6-10		