

## Module Outline

**Module Code** : MKT3724  
**Module Title** : Sustainability Marketing  
**Semester** : Semester 2, AY 2022/2023  
**Faculty** : Ms Regina Yeo  
**Department** : Marketing  
**Email** : bizyblr@nus.edu.sg  
**URL** : <https://bschool.nus.edu.sg/marketing/faculty>

### **Course 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

### **Course Objectives**

This module aims to help students:

1. Understand how industrialization and globalization are affecting the climate and community
2. Know systemic pressures and challenges, and the 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. Assess how businesses can support sustainability strategies through effective marketing and communications
7. Learn through best practices, and the tools and skills needed for effective sustainability marketing

### **References and Readings**

You are not required to purchase a textbook for this course. Instead, you will be expected to read widely. A list of recommended readings and references will be provided to enhance your understanding of the topics covered.

Recommended readings and resources include online articles, documentaries, videos and podcasts.

## **Assessment Components**

Class Participation	20%
Individual Assignment I	20%
Individual Assignment II	20%
Group Project	40%
<b>Total</b>	<b>100%</b>

Respective folders for the IA1, IA2 and Group Project will be created on Canvas for assignment submissions.

To benefit from the course, it is important to be positive and have a growth mindset. Whilst we learn to work independently, it is important to be an effective team player as well. It does not augur well if one is a free-rider in group projects. The University takes a stern view of such behaviour. In instances where groups report severe inequity, a peer assessment form may be used to moderate and alter the final scores of students who free-ride.

## **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

Lesson	Topic
1	Introduction to Sustainability
2	Rewiring the Economy
3	Sustainable Consumption and Production
4	Sustainable Consumer Behaviour
5	Circular Economy   Design, Delivery & Innovation  IA 1 due Week 5
6	Green Marketing or Greenwashing: aligning brand and purpose to drive profit with purpose  Case Discussion: Patagonia
	<b>Recess Week</b>
7	Group Presentations - Phase 1
8	Marketing as a Change Agent
9	Rewiring Marketing for Sustainability Goals  Checkpoint: check for understanding and project consultations
10	Group Presentations - Phase 2
11	Group Presentations - Phase 2
12	NUS Wellness Day  IA2 due Week 12
13	Sustainability Leadership: high impact leaders and their leadership quality